

# *Southern* **BUILDING SUPPLIES**

NOVEMBER, 1950

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



***Follow - Through Lands 163 House Jobs in a Year!***

**TO SELL TO FARMERS IT PAYS TO BE ONE**

**SPECIAL SERVICES MULTIPLY PAINT SALES**

**SPECIAL BINS MAKE STOCK HANDLING EASY**

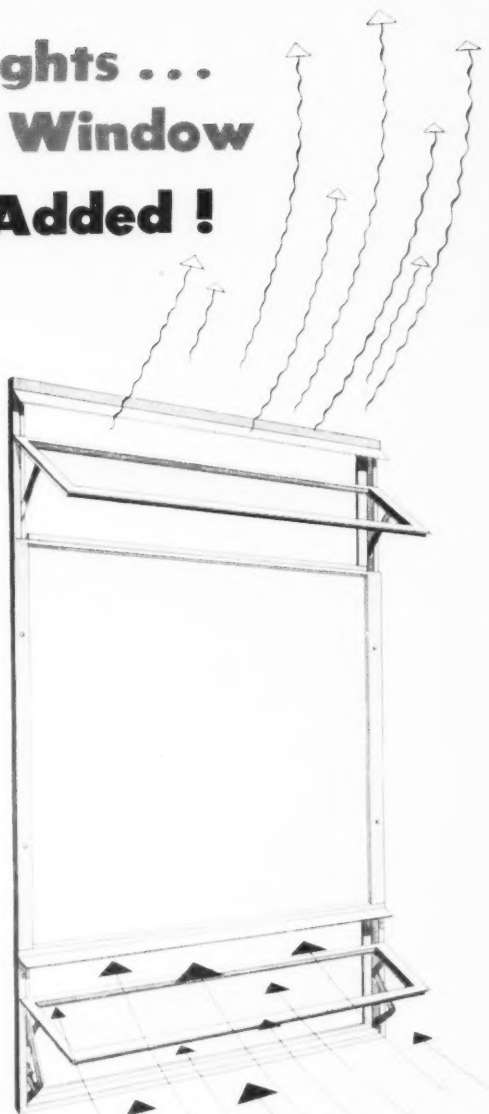
10,700 Copies This Issue

# Rising to New Heights ... the Picture Window with Ventilation Added !



*Normal ventilation must correspond with natural convection air-flow, that is, from bottom to top. The new Miami picture window is equipped with awning window vents above and below the fixed window. This permits unrestricted, normal ventilation.*

- ➔ Constructed from extra heavy aluminum alloy sections.
- ➔ Single heavy duty aluminum operator on bottom vent, actuates both upper and lower lights at the same time.
- ➔ The new Miami picture window has a continuous frame — no mullion — gives narrow sight-line at meeting bar and extremely narrow muntin. Additional muntins may be specified horizontally or vertically, as desired.
- ➔ Vents and fixed window can be made to any dimensions, up to 6 ft. 2 inches wide, and to any height.
- ➔ Serrated sash maintains a tight bonding surface between putty and aluminum.
- ➔ Both sides of vents are actuated with equal pressure, through a patented, concealed, torque shaft, giving easy balanced operation.
- ➔ Tight construction, and positive metal-to-metal contact eliminate the need for weather-stripping. However, frame and sash members are designed, with or without weather-stripping, as desired. Extruded Elasto Meric Vinyl weather-stripping is placed on second meeting rail, so that it is not exposed to outside elements.



PLANT No. 2  
INDUSTRIAL  
MACHINE TOOL CO. INC.  
FENTON, MICH.

For further information write **MIAMI WINDOW CORP.** P. O. Box 356, Miami 42, Fla. or phone Miami 88-2411

All the New Features  
your customers want—





# ASBESTONE

**ASBESTOS-CEMENT BUILDING PRODUCTS**

## ASBESTONE ROOFING SHINGLES

STYLE	FINISH	COLORS
 Dutch Lap	Wood Grain	Green Black White
 Hexagonal	Smooth	Red Gray and Blends

## ASBESTONE SIDING SHINGLES

 Straight Edge	Wood Grain	White Buff-tone Blends
 Wavy Edge	Wood Grain	Green-tone Blends Gray

## ASBESTONE *Super "6"*

### **CORRUGATED ROOFING and SIDING**

Light Weight—  
Amazing Strength  
6" Corrugations

Makes a faster-  
draining roof

Looks like tile—  
wears like rock

CHOICE OF COLORS

Tile Red — Natural Gray

Fireproof  
Weatherproof  
Termiteproof  
No Painting  
No Upkeep  
Insulating

**Lasts  
a  
Lifetime!**

## **ASBESTONE CORPORATION**

5300 Tchoupitoulas Street • New Orleans 15, La.

*Specialists in Asbestos-Cement Building Products for over 25 Years*

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Volume 5

Number 11

# For heavy duty service STANLEY now offers...

Stanley introduced the ball bearing hinge. For carrying the vertical load of a door it outperformed all others.

Recognizing the need for a hinge for extra heavy service that would support both the lateral and vertical thrust of a door on ball bearings, Stanley has developed the Full-Jeweled\* Ball Bearing Butt Hinge. After exhaustive laboratory and field tests we can say, "It's practically impossible to wear out this hinge."

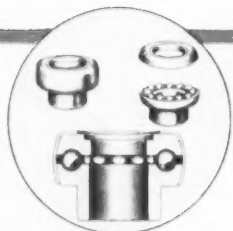
For heavy doors, exterior doors or doors receiving high frequency service, be safe - recommend Stanley Full-Jeweled\* Ball Bearing Butt Hinges.

*\*Now all Stanley Extra Heavy Ball Bearing Hinges have Full-Jeweled bearings.*

## "Full-Jeweled" Ball Bearing Butt Hinge



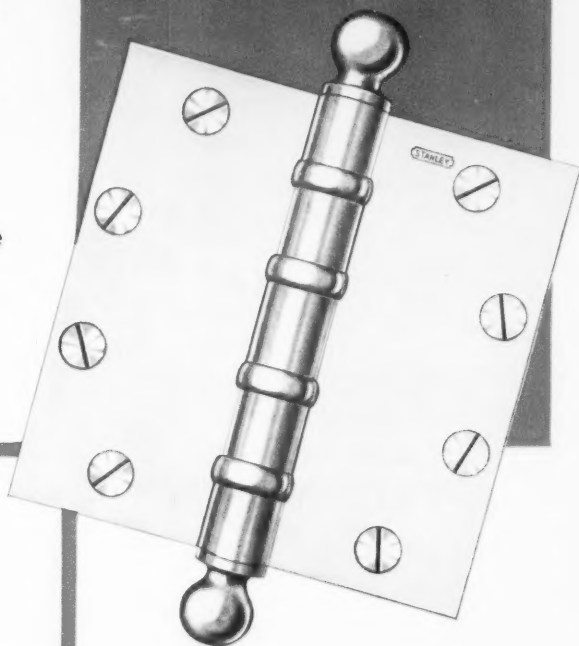
takes lateral  
as well as  
vertical thrust



Exclusive Full-Jeweled Ball Bearing assembly consists of a movable and fixed raceway. When lateral thrust occurs, the movable raceway transmits the force directly to the bearings, which, in turn, are held firmly by the fixed raceway. Thus, the weight of the door is supported both laterally and vertically on ball bearings.

REMEMBER THREE HINGES TO A DOOR

# ... THE HINGE THAT WON'T WEAR OUT



# STANLEY

Reg. U.S. Pat. Off.

THE STANLEY WORKS, NEW BRITAIN, CONN.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL



**SOLD**

BECAUSE ROXDALE PRODUCTS HAVE more selling features. THE NEW EXCLUSIVE  $4\frac{1}{4}'' \times 4\frac{1}{4}''$  TILE SIZE BLOCK; THE EXTRA-WIDE BEVEL-EDGED SCORELINE; THE HIGH GLOSS, BAKED-ON FINISH, THE HALF-STRIPE, HALF-SCORE ON ALL FOUR EDGES MAKE ROXDALE TOPS WITH HOME-OWNERS.

**ROXBORD****SOLD**

BECAUSE ROXDALE MANUFACTURES A COMPLETE RANGE OF COLORS, SIZES AND PATTERNS. **ROXSQUARE** ROXDALE'S NEWEST PATTERN,  $4' \times 4'$  SHEETS SCORED INTO  $12'' \times 12''$  BLOCKS HAS EARNED WIDE ACCEPTANCE AS A NEW, PERMANENT CEILING MATERIAL. THE OTHER PATTERNS ARE MADE IN  $4' \times 4'$ ,  $4' \times 6'$ ,  $4' \times 8'$  SIZES.

**ROXSQUARE****SOLD**

BECAUSE IT'S GUARANTEED! YES, THE EXCLUSIVE WRITTEN ROXDALE FACTORY GUARANTEE, SPECIFICALLY STATING THAT ROXDALE PRODUCTS WILL NOT CHIP, CRACK OR PEEL, BRINGS YOU EXTRA SALES AND ADDED PROFITS.

**ROXLINE****SOLD**

BECAUSE ROXDALE'S HARD-HITTING MERCHANDISING HELPS YOU SELL IT. ADVERTISING, WINDOW DISPLAYS, COLOR CHARTS, SAMPLES, BOOKLETS, INSTRUCTION SHEETS, ETC., BRING ROXDALE DEALERS THE PLUS INSTALL-IT-YOURSELF BUSINESS ADDED TO CONTRACTOR TRADE.

**ROXPANEL**

**CASH IN NOW.** GET THE COMPLETE FACTS ON ROXDALE'S HIGHER QUALITY, BETTER MERCHANDISING AND COMPETITIVE PRICES. SEND COUPON TODAY. WE'LL RUSH DETAILS.

Roxdale Products Corp.  
New York 67, N. Y.

A FEW DISTRIBUTOR'S TERRITORIES ARE STILL OPEN IN THE SOUTH, MID-WEST AND FAR WEST.

Roxdale Building Products Corporation  
2916 White Plains Road, New York 67, N. Y.  
Without obligation, please give me the facts on handling Roxdale tileboard as a Dealer ☐ or as a Distributor ☐ (please check proper box)  
SBS-10

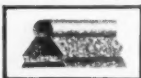
Name Street City Zone State

**Above All**  
**FOR BIGGER SALES.....MORE PROFIT**

**SSIRCO LOCK-TIGHT galvanized STEEL ROOFING**



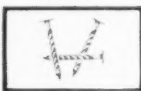
Complete line of accessories available for SSIRCO steel roofing.



STEEL RIDGE CAP



ROLL STEEL VALLEY

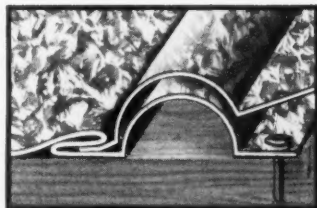


SCREW SHANK NAILS

Here's the roofing that's above all in public preference...**LOCK-TIGHT**, the roofing that can't leak because it **LOCKS** together... completely covers all nails. **LOCK-TIGHT** lies flat in any storm. It has the timeless durability of strong steel and provides the trouble-free protection that property-owners want.

**LOCK-TIGHT** is easy to stock... gives you quicker sales and a higher profit! 15 SSIRCO Warehouses provide Overnight Service, lower inventory, and Drive-in Pick-up.

Sell the preferred roofing! Show your customers the high quality and safety advantages of **LOCK-TIGHT** and your sale is made! Write for samples and information today.



**CAN'T LEAK!** High winds and driving rain can't penetrate this lock! When the strong steel sheets lock into place, all nails are completely covered over... a solid shield of weather-proof steel protects your customer's roof.



**SOUTHERN STATES  
 IRON ROOFING COMPANY**

Savannah, Ga.  
 Atlanta, Ga.  
 Albany, Ga.

Tampa, Fla.  
 Orlando, Fla.  
 Jacksonville, Fla.

Birmingham, Ala.  
 Hattiesburg, Miss.  
 New Orleans, La.

Nashville, Tenn.  
 Memphis, Tenn.  
 Louisville, Ky.

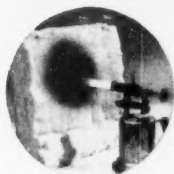
Raleigh, N. C.  
 Columbia, S. C.  
 Richmond, Va.



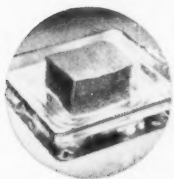
## Reasons why builders like

# INSULATION

*And why you'll be smart to sell it*



**1. WON'T FLAME.** Lo-K is permanently flameproofed. Give it the blowtorch test. You'll find it merely chars without flaming—won't melt or fall apart. That's why it acts as a fire-stop.



**2. RESISTS MOISTURE.** Float a piece of Lo-K on a pan of water. Let it stand for days. You'll see that while the water will evaporate, only the part in contact with the water will be wet—the rest will be perfectly dry. That's because Lo-K does not attract moisture by capillary attraction.

**3. COSTS LESS APPLIED.** On the basis of applied cost, Lo-K is the most economical insulation builders can buy. Extreme light weight makes it easy to handle and reduces structural load factor.  $1\frac{1}{2}$ " fastening flange speeds application. And Lo-K contains no harsh particles that irritate the skin and slow up workmen.

**4. INSULATES BETTER.** With a .24K factor, Lo-K has the greatest insulating value of any commonly used insulating material.

**5. LASTS LONGER.** Lo-K will not mildew, attract vermin or deteriorate with age.

### EASY FOR YOU TO STOCK AND HANDLE

Shipped in compressed form, Lo-K requires only  $\frac{1}{3}$  as much storage space as most other insulations...entails less trucking...increases your net profit.



Available in open or enclosed blanket types—with either aluminum foil or asphalt kraft paper vapor barrier.

### MAIL THE COUPON TODAY

LOCKPORT COTTON BATTING CO.  
Lockport, New York

Gentlemen: Please send me the name of  
my nearest Lo-K Distributor.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

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**NEW!**

A Distinctly  
Different Design  
**NEVER BEFORE**  
Successfully  
Produced



**BAKED ENAMEL TILE BOARD PANELS • Granite-like Finish**

**4 POPULAR PATTERNS**

TILE PATTERN   PARALLEL-LINE   STREAMLINE   SMOOTH SURFACE



**5 NEW COLOR TONES**

- SKY BLUE
- SEA GREEN
- APRICOT BLUSH
- DOVE GRAY
- MALTESE GRAY

It's different—it's a bit—it's another achievement, *exclusively* Wallace, in quality baked finish tile board. *Grani-lite* has all the beauty, sparkle and color depth of real granite. For that job requiring "something different", for greater individuality, *Grani-lite* is equally usable and salable for residential and commercial jobs. *Grani-lite* will increase your tile board volume and profits. See this revolutionary new development in wall board at all *Wal-lite* and *Satin-lite* jobbers or write to GRANI-LITE SALES for FREE SAMPLE.

Manufactured by...

**WALLACE MANUFACTURING CO.**  
10th and FAYETTE • NORTH KANSAS CITY, MO.

DISTRIBUTED Through  
LUMBER and BUILDING  
MATERIAL DEALERS

## FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

# PRINTED HELPS

**198. Protective Paper.** Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

**209. Sink Frames.** The illustrated folder shows time- and work-saving features of Chromedge Tap-N-Rol frames in installation of modern sink-top coverings. It tells how these frames lock edges of materials with a tight, waterproof grip. The B and T Metals Company, Columbus 16, Ohio.

**211. Ajax Hardware.** New catalog covers the Ajax "Hardware of Prestige" line of cabinet and miscellaneous builders hardware. Chart gives comparative finish symbols of 29 leading hardware manufacturers as compared to the U. S. standards. The Ajax Hardware Manufacturing Corporation, 4351 Valley Blvd., Los Angeles 32, Calif.

**212. Flush Doors.** An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

**215. Thrif-T Woodwork.** Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

**216. Aluminum Sink Frames.** Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

**219. Builders Hardware.** New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

**225. Kitchen Planning.** A 20-page booklet gives principles of kitchen and laundry planning, and shows use of Westinghouse major electric appliances. Westinghouse Electric Cor-

poration, Appliance Division, Mansfield, Ohio.

**231. Sash Balance and Pulleys.** Grand Rapids invisible sash balance and sash pulleys are clearly described and shown in a 16-page catalog. Instructions are included for installations in all types of double-hung windows. Grand Rapids Hardware Company, Grand Rapids 2, Mich.

**233. Ideal Millwork.** Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

**236. Metal Thresholds and Saddles.** Illustrated catalog No. 9 lists 38 types and designs of thresholds and saddles in aluminum and brass, and also a complete line of other metal weatherstrip material. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

**237. Material-Handling Equipment.** A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

**240. No-Draft Sash Balances.** Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Mas-

ter Metal Strip, Inc., 1721 N. Kilbourn Avenue, Chicago 39, Ill.

**241. Iron Fences.** An attractive two-color catalog contains photographs of a wide variety of Stewart iron entrance gates and fences. Details and specifications are included. The Stewart Iron Works Company, Inc., P. O. Box 1039, Cincinnati 1, Ohio.

**243. Exterior Plywood.** "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

**245. Stained Shingles and Shakes.**—five new folders give detailed application instructions for stained shingles, processed shakes, hand-splits, and tapersplits. Full colors are shown. The Colonial Cedar Company, 600 West Nickerson St., Seattle 99, Wash.

**246. Plywood Catalog.** The 1950 Weldwood catalog is profusely illustrated. Among the 66 products described are many new finishes and grades of plywoods. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

**249. Plastic-Faced Plywood.** Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood and Lumber Company, Southern Finance Building, Augusta, Georgia.

**259. DeLuxe Tileboard.** Folders describe six distinctive patterns of Miratile deluxe tileboard and Miratile Leatherpanels, made of 1/4-inch Masonite tempered hardboard. The Tile Board Panel Division, Miratile Manufacturing Company, Inc., JS, 600 West 81st Street, Chicago 20, Ill.

**260. Aluminum Products.** A new eight-page catalog shows Reynolds Lifetime aluminum roofing, siding, reflective insulation, gutters, downspouts, built-up roofing, and casement windows. Reynolds Metals

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the November, 1950, issue of S'B'S with these key numbers:\_\_\_\_\_

Name\_\_\_\_\_

Position\_\_\_\_\_

Firm\_\_\_\_\_

Mail Address\_\_\_\_\_

City, State\_\_\_\_\_



**Better  
PLANT...  
Better  
SIDING**

**MUSTANG**



## **New Specialized Plant Produces Highest Quality Asbestos Siding**

QUALITY and economy come surely from specialization.

This new plant of The Asbestos Company of Texas was designed, engineered, and built for one specialized purpose—to make the finest asbestos siding shingles at lowest cost.

And that it does.

Mustang Siding is the latest total of man's experience in fusing asbestos — "Nature's Magic Mineral" — with Portland cement. In less than two years, Mustang has become the insisted-upon name for thousands of applicators and home-owners in ten states.

*It's a superior siding shingle.*

Superior for the applicator, because all shingles are alike in size, thickness, color and toughness.

Superior for the home-owner, because Mustang gives any home a low-cost "New Look" that lasts forever.

Superior for you, as dealer or distributor . . . because Mustang Siding upholds your reputation for handling only the best.

**Applicators  
Say:**

"practically no breakage"

"less leveling and squaring  
up to do"

"more uniform in size, thick-  
ness, color"

"Mustangs cut better"

"colors don't fade"

"please home owners"



**The ASBESTOS COMPANY of Texas**  
*ASBESTOS BUILDING MATERIALS*

P. O. BOX 1082    HOUSTON 1, TEXAS

Company, 2036 South Ninth Street, Louisville 1, Ky.

**263. Hollow-Core Doors.** Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

**264. Asphalt Shingles.** A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Duple Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

**265. SSIRCO Building Products.** Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

**266. Stanley Hardware.** Six colored, illustrated consumer folders are available on Stanley Roll-Up garage doors; paneled garage door with Econ-O-Matic swing-up hardware; ornamental black hardware; screen hardware; cabinet hardware, and sliding doors. The Stanley Works, New Britain, Conn.

**267. Metal Building Products.** An illustrated pocket catalog shows the complete line of Leigh metal building products. Information is included on door canopies, window awnings, ventilators, ornamental shutters, package receivers, dust chutes, clothes chute doors, and flower boxes. Air Control Products, Inc., Coopersville, Mich.

**268. Fireplace Unit.** An eight-page circular describes advantages of Heatform, a heat-circulating fireplace. Other special literature sent to dealers. The Superior Fireplace Company, 601-V North Point Road, Baltimore 6, Md., or 1708-D East 15th Street, Los Angeles 21, Calif.

**269. Hinges, Other Hardware.** A 126-page catalog contains illustrations and specifications of some 3,000 types and sizes of Hager hinges, hasps, shelf brackets, mending plates, corner braces, and window hardware. C. Hager and Sons Manufacturing Company, 139 Victor Street, St. Louis 4, Mo.

**270. Maple Flooring.** Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

**271. Clay Pipe and Specialties.** Attractive two-color booklet describes Oconee vitrified clay sewer pipe,

fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

**273. Aluminum Casement Windows.** A 10-page, four-color catalog shows the complete line of Ualco Life-Time aluminum casement windows in standard and modular sizes. Drawings of installation details and suggested uses included. Advertising material is available to dealers. The Union Aluminum Company, Inc., Sheffield, Ala.

**274. Masonry Cement.** Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

**275. Marlite Paneling.** The Marlite color folder—a "miniature catalog" for prospective customers—tells the complete story about these plastic-finished panels in wood and marble patterns. The complete range of colors is shown. Marsh Wall Products, Inc., Dover, Ohio.

**276. Metal Moldings.** Consumer literature on Chromtrim aluminum and stainless steel moldings offered free to dealers. These product sheets show owners how to streamline old parts of the home. The R. D. Werner Company, Inc., 295 Fifth Avenue, New York 16, N. Y.

**279. Insulating Sheathing.** Two new folders are available on Insulite Bldrite sheathing. No. 65 tells complete story on this sheathing, describing uses, properties, and sizes. No. 75 discusses the problem of moisture condensation and its elimination by Bldrite and sealed Graylite Lok-Joint lath. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.

**282. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

**291. Tileboard.** Roxbord tileboards in three patterns, as well as other Roxdale products, are described in a new consumer catalog. Retail prices are given for products and for approximate complete room installations. The Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

**292. Dry Wall Construction.** Advantages of Sheetrock, a fireproof gypsum wallboard, are described in an illustrated 12-page booklet. Step-by-step application in the laminated double-wall system is explained. The U. S. Gypsum Company, 300 West Adams Street, Chicago 6, Ill.

**293. Bag Truck.** A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The An-

## PRINTED HELPS

(From page 7)

Order this FREE LITERATURE by filling in coupon on page 7 of this S'B'S, then mail!

thony Truck Company, P. O. Box 375, Paducah, Ky.

**294. Kitchen Ventilation.** Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data are given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motors, Inc., 5703 South Main Street, Los Angeles 37, Calif.

**303. Safety Saw.** A new catalog sheet presents the special features and specifications of the Model W-65 Stanley safety saw. It pictures this electric saw in action. Available accessories are described. Stanley Electric Tools, New Britain, Conn.

**304. Roofing Materials.** Two-color folder tells how Sco-Co cottonseed oil gum products are used to waterproof and repair interior brick walls, concrete and gravel roofs, composition and metal roofs. It describes Sco-Co metallic paints, Redycote asbestos fibered roofing, plastisec asbestos caulking compound, roof plaster, roof coating, lap seal cement, and metal sash putty. The Southport Paint Company, Inc., Savannah, Ga.

**305. National Millwork.** Double-hung and awning windows, interior and exterior doors, mantels, and woodwork specialties in an attractive new catalog of National Woodworks, Inc. Actual pictures and sketches with model numbers illustrate the booklet. Information is included about the factory. National Woodworks, Inc., 2201 29th Avenue North, Birmingham 7, Ala.

**306. Painting Guide.** New Pee-Gee paint guide gives specifications for painting wood, masonry, metal, floors, roofs, walls, woodwork, furniture, and boats. Estimating data and miscellaneous information are included. The Peaselee Gaultbert Paint and Varnish Company, Louisville, Kentucky.

**307. Aluminum Windows.** Advantages and selling points of Metalart precision aluminum windows are given in an attractive two-color folder. Sketches show installation details and construction data. The Metal Arts Manufacturing Company, Inc., P. O. Box 4144, Atlanta, Ga.

**308. Barn Ideas.** New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

*Yours exclusively in Celotex...\**

## America's Most Striking Line of Insulating Interior

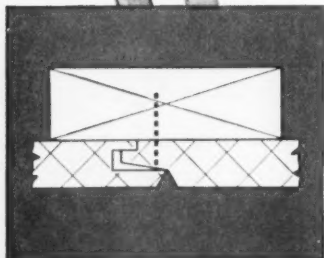


**NEW PRODUCTS!  
NEW IMPROVEMENTS!  
Make the  
CELOTEX LINE  
EASIER TO SELL!**

Your new Celotex line is the finest, the most complete ever. Tile Board and Finish Plank feature the new No. 78 Ripple Blend, a blend that has won wide acclaim wherever shown. New also in Tile Board is No. 95, Textured White, and the improved Celotex "E" Joint. Building Board and Beveled Interior Board feature the new No. 11 Smooth White finish that makes them ideal for low cost remodeling. Also new

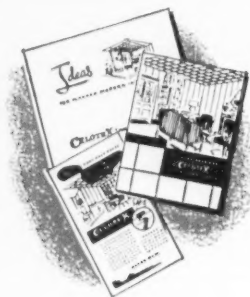
—a whiter, smoother, thicker Utility Board.

No other interior finish material provides all the advantages of Celotex Insulating Interior Finishes. For no other is made of long, remarkably strong Louisiana cane fibres. And no other is protected by the exclusive patented Ferox® Process against fungus, dry rot and termites.



### NEW, IMPROVED CELOTEX "E" JOINT!

Is specially designed to interlock all panels into a single unit of exceptional strength. New, longer, tapered tongue and steeper bevel assures an easier, tighter, neater fit. The result is a joint that is stronger, dust-proof and unusually attractive, and a Tile Board that permits more secure stapling or nailing.



### PROFIT-PRODUCING DEALER HELPS BUILD MORE CELOTEX SALES IN YOUR COMMUNITY!

You can team up... tie-in... cash in on this smashing new array of Celotex promotion material. Build greater local volume... larger, more profitable sales. Available for customers is a full-color booklet featuring Ripple Blend and other Celotex Interior Finishes. Available, too, is a new Interior Finish counter display, plus newspaper ad mats and a helpful Contractor "Idea" Book of suggested room designs using Celotex Interior Finishes.

**FEATURE**



# Finishes

**Power-Packed,  
Intensive, Resultful  
National Advertising  
Promotes, Pre-sells the**

**ENTIRE CELOTEX  
LINE!**

Millions of home owners saw Celotex Insulating Interior Finish ads like this in four colors in Better Homes and Gardens and Sunset Magazine. The Celotex line is featured in full-page advertisements in the Saturday Evening Post and other national magazines. Hard-hitting, bold, effective, these advertisements stimulate the urge to buy... build confidence in the Celotex name... make your selling job easier!



Color photograph of dining room with ceiling and two walls of Celotex Insulating Interior Finish. The Board, 16" x 16", and wall panel of Celotex Insulating Interior Board, painted after application.

*Recipe for a smart new dining room...*  
**Build it with Celotex\* for only \$44**

\*Approximate cost of Celotex board materials only. 16" average 8' x 12' units.

Want a dining room as lovely and satisfying as the one pictured above? You can have it quickly and inexpensively with the new Celotex Insulating Interior Finishes. No other give you all these important advantages.

The newest kind of building materials comes in attractive structural panels that build, insulate and decorate all in one at one cost. They're easy to install and can be put up on the instant and in business space or your home, in over 100 different ways and settings.

Celotex Insulating Interior Finishes bring you the beauty of new, exclusive finished walls and ceilings that require

no plastering, painting or papering. They're pre-decorated in the factory!

When a room, this structural material makes an instant room. Used in the area around the door, wall of a room, it adds area, helps in the time, and it's the most important material material being, the exclusive patented finish. Process gives that, day, out and summer!

Find it at your Dealer in Celotex product line. Let him show you how easy it is to have smart, practical home of tomorrow... with money-saving Celotex Insulating Interior Finishes. The Celotex Corporation, Chicago 3, Ill.

**Trust on Genuine  
CELOTEX**  
INSULATING INTERIOR FINISHES



**FREE!** (This new Celotex booklet is yours when you order 10 or more units of Celotex Insulating Interior Finishes. Mail coupon for your free copy right now!

The Celotex Corporation, Dept. BHS-10, Chicago 3, Illinois.  
Please send me free your new Celotex booklet on Insulating Interior Finishes for building and decorating my home or remodeling present room.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

\*REG. U. S. PAT. OFF.

*For easier sales, greater profits...*

**GENUINE CELOTEX**  
REG. U. S. PAT. OFF.  
**INSULATING INTERIOR FINISHES**

**THE CELOTEX CORPORATION**  
**CHICAGO 3, ILLINOIS**



This attractive bedroom—remodeled with Douglas fir plywood—utilizes the versatile panel material for charming painted paneling on walls and ceilings . . . for roomy, convenient built-in wardrobes . . . for a smooth base floor under the carpeting.

## Check Versatile Plywood For All These Remodeling Jobs!

- |   |  |
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| <input type="checkbox"/> Built-in Features  | <input type="checkbox"/> Subflooring         |
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**FULL-COLOR  
BOOKLET  
FOR YOU!**

Gives the full story of plywood's advantages for one phase of remodeling—attic renovation. Single copies free to builders and lumber dealers. Quantities at a fraction of cost. Write: Douglas Fir Plywood Association, Tacoma 2, Wash.

IN THE MONTHS AHEAD, remodeling of older homes will get greater emphasis. So remember—when Douglas fir plywood is on the bill of materials, any job will require less time and less labor.

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LARGE, LIGHT-STRONG PANELS OF REAL WOOD

# Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL





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Many users have saved up to 75%, and you can do it too—with ROSS Lift Trucks. Here's what ROSS has done for the John Bader Lumber Company, Chicago, another Ross fleet owner. Says Ray Jacob, Manager: "Our costs on piling lumber have been reduced 75%." In addition, Mr. Jacob cites increased efficiency in unloading, storing and loading out . . .

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Company

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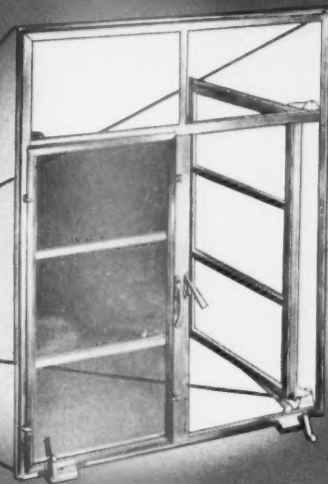


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.. with  
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Products Used: Insulite Insulating Wood, Durolite Pale Green Plank, Lusterlite Interior Board and Smoothlite Acoustilite Hardboard.

## LOOK UP IN THE ATTICS FOR ... Extra Profits!

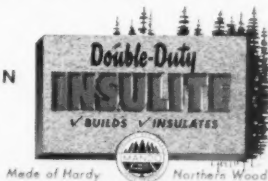
Finishing off their attics is a *must* for hundreds of young homeowners right in your area. Most of them have already outgrown their homes—they've got to have more space. And for many of them, the space they need is waiting right up in their attics. As new construction tapers off these next months, go out of your way to help these families. No need for them to wait. The job can easily be financed under F.H.A. or through local bank financing. Both you and the homeowner will benefit. They will get a large, beautiful and comfortable extra bedroom or two for only a few dollars a month; you will get quick turnover and profits.

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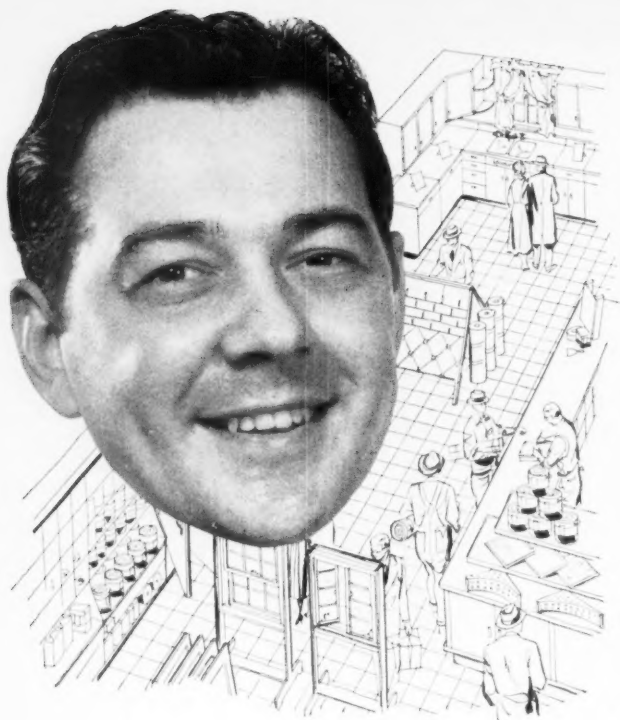
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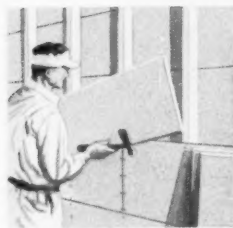
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17





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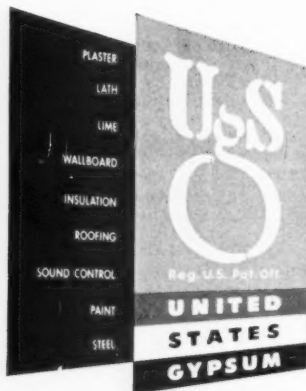
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# Southern BUILDING SUPPLIES

NOVEMBER, 1950  
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NATIONAL BUSINESS PUBLICATIONS



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throughout the winter



## Installation is easier now than in the summer

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**Associations serving Building Supply Dealers in  
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**Alabama Building Material Exchange**—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers**—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: George Packard, Fort Smith, Ark.

**Carolina Lumber and Building Supply Association**—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

**Florida Lumber and Millwork Association**—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

**Kentucky Retail Lumber Dealers Association**—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben P. Eubank, Lexington, Ky.

**Louisiana Building Material Dealers Association**—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winnfield, La.

**Building Material Merchants of Georgia**—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

**Lumbermen's Association of Texas**—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John R. Armstrong, Amarillo.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: Claude G. Ryan.

**Mississippi Retail Lumber Dealers Association**—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

**National Retail Lumber Dealers Association**—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

**Oklahoma Lumbermen's Association**—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhard, Oklahoma City.

**Southern Sash and Door Jobbers Association**—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

**Southern Wholesale Lumber Association**—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Fimi. Tel. Victor 2265-6. President: Charles H. Kemper, Troy, Mo.

**Tennessee Building Material Association**—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

**Virginia Building Material Dealers Association**—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

**IT SHOULD HAPPEN TO YOU!**

**We Got So Many Requests For ZONOLITE\* Insulating Fill We Had to Hold Up Radio Advertising Until We Could Get Another Car of ZONOLITE**

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A. Miller & Son Lumber Co.  
Bradford, Pa.

**ZONOLITE**  
INSULATING FILL  
ALL MINERAL

**LIGHTWEIGHT ZONOLITE**  
BRAND  
VERMICULITE AGGREGATES

**ZONOLITE**  
CONCRETE AGGREGATE

**ZONOLITE**  
INSULATING PLASTER AGGREGATE

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Take a salable product, advertise and display it—you know from experience this is the time-honored recipe for building turnover, increasing profits. The doubts that John Stopfel (above) had on the salability of Zonolite vermiculite products were removed when he had to stop advertising Zonolite until he could get in another carload!

This dealer made good use of hard-hitting Zonolite recorded spot announcements to move his stock along with other helps from Zonolite's vast assortment of display materials, ads, samples and mailing pieces. As a Zonolite dealer, you, too, can choose from the many free sales helps Zonolite offers—the biggest assortment of selling aids in the entire insulation industry.

### 3 PRODUCTS TO BOOST SALES

Zonolite Insulating Fill appeals to your trade because it's fireproof and permanent—the easiest of all insulations to install. Zonolite

Plaster Aggregate is used in over 20% of all plastering, the choice of many plasterers because it's lightweight, easy to mix and apply, has fewer droppings. Zonolite concrete for insulating floors and roofs offers you unlimited sales potential in homes, commercial and farm buildings.

Order your supply of Zonolite Vermiculite Insulation and lightweight aggregates right now. Have your order include some of each Zonolite product. Then send for the new catalog of sales helps, and plan to use them freely. Do that today!

\*Zonolite is the registered trademark of Zonolite Company.



Beautiful counter or floor display unit, showing all 3 Zonolite products. Ask your Zonolite representative how to get one or send coupon below.

**ZONOLITE COMPANY,**  
Dept. BS-110, 135 S. LaSalle St., Chicago 3, Ill.

☐ Please rush me full information about Zonolite Products and catalog of advertising helps.

☐ Please tell me how I can get the New Floor Display.

Firm Name.....

Address.....

City..... Zone..... State.....

**IT'S NEW...IT'S BEAUTIFUL...  
IT SAVES STORAGE SPACE!**



**One color one side . . . a second  
color on the reverse side . . .  
that's the big news in wallboard.**

Yes, *double-color* is yours to offer customers with DUO-TONE, the newest pre-decorated wallboard in the complete Plastergon line.

DUO-TONE is available in 4 colors: twilight rose, ivory, suntan, and seafoam green. And you can have these colors back to back in any conceivable combination for Plastergon makes them all.

Consider what such a color line means to your customers. New decorative schemes are possible. New colors can be added to homes, offices, and displays. Furthermore, you can offer these many colors with less storage space because as few as two different boards can enable you to offer all four colors.

DUO-TONE is four-ply, 3/16" thick and is offered at *no increase in price* over plain board of the same specifications as our Economy brand. It's available in panels 48" wide and from 6 to 12' long.

#### **SEND FOR SAMPLES TODAY**

MAMMOTH, 1/4" pebbled wallboard • PERFECT-O-CELL, 3/16" pebbled wallboard • BUCKSKIN, 1/10" pebbled wallboard  
DUO-TONE, two colored wallboard • ECONOMY, ivory finish wallboard • EBONY, 1/8" asphalt board • LOCKAIRE,  
1/2" asphalt board • LOCKAIRE, 1/2" insulating board • BUDGETAIRE, 5/16 insulating board • HILUSTRE, tile board

#### **4 BASIC COLORS—BACK TO BACK**

Seafoam green, suntan, twilight rose, and ivory

#### **6 COMBINATIONS**

Seafoam green and suntan—seafoam green and twilight rose—seafoam green and ivory—ivory and suntan—ivory and twilight rose—twilight rose and suntan.

#### **NO PRICE INCREASE**

You pay no more for Duo-tone's back to back feature than for plain board.

#### **A COMPLETE COLOR LINE WITH LESS SPACE**

Offer all four colors with only two boards. Choose your own combinations—save space.

**PLASTERGON PRODUCTS**

THE PLASTERGON WALLBOARD CO., P. O. BOX 40, STATION B, BUFFALO, N. Y.



# MAYBE WE NEED FEWER CONTROLS

*No. 7 in a series of editorial messages*

**T**HE Defense Production Act, which was enacted by Congress and signed by the President a few weeks ago, restores or authorizes the return of most of the wartime economic controls.

In the case of essential imported materials, such as tin or natural rubber, some governmental restrictions are no doubt necessary to make certain that the available supplies are properly used and that due preference is given to the military program. But in the case of most of the materials and supplies produced in this country, there is serious question whether any new controls would be needed if some present controls were removed or modified.

There is, for instance, the Fair Labor Standards Act, better known as the wage-and-hour law, which restricts the standard work week to forty hours and requires payment of time-and-one-half the regular rate for overtime.

Whether in normal times such restrictions are really necessary or desirable is a debatable question. But certainly there can be no room for argument over the fact that during a wartime emergency this forty-hour week puts industry in a sort of strait jacket. There is little possibility of increasing production without adding more employees (or adding an excessive labor cost in overtime payments); and since the emergency has also brought a manpower shortage, it becomes impossible to boost production enough to take care of both military and civilian requirements. This situation, in turn, makes it necessary to impose new governmental controls to prevent hoarding by civilians and to give priority to the requirements of the military program.

Further, prices tend to rise when production fails to keep up with demand. And to keep prices from "getting out of hand" during a wartime emergency, price controls may seem necessary.

In addition to governmental controls, there are controls imposed by organized labor which have resulted in lowering production and raising prices.

Most familiar, perhaps, is the situation prevailing in the building trades. As is well known, the brick-layer today is permitted to lay only about

one-third as many bricks as he did some years ago. In other organized building trades, too, feather-bedding practices and excessive demands have made building costs almost prohibitive. The result is an acute housing shortage—and then, of course, government enters the housing picture.

If it were not for some of the restrictions imposed by government and by organized labor, industry's production might be expanded to take care of both military and civilian demands. In that event, there would seem to be no need for priorities, allocations, rationing, and all their accom-

panying controls which harass business and industry, reduce production efficiency, and build up a cumbersome and costly bureaucracy.

Today, when we are confronted with the greatest military and financial crisis in the nation's history, perhaps we should think of loosening some of the bonds which restrict our productive effort before we forge new ones. For it was our industrial production which finally tipped the scales in both world wars.

This time we face an enemy which is far stronger and better prepared than any we ever faced before—which has many great advantages in manpower, natural resources, land area, strategic location, and in autocratic control over the people of many satellite nations. And at home we face an equally serious economic threat in the form of a potentially chaotic, overwhelming inflation.

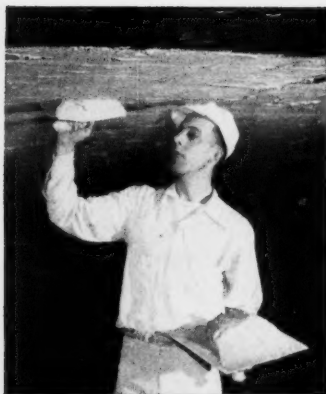
Facing these great, immediate dangers, can we afford the luxury of short working hours, heavy premium payment for overtime, and arbitrary limits on individual production? Can we permit our productive effort to be hampered by the concept that work is degrading, that we should do as little work as possible, that we should have ever-increasing pay for ever-decreasing output—and that, if we don't choose to work at all, government or someone should support us?

Maybe in these critical times we need fewer controls rather than more, so that, individually, we may be free to devote our best efforts to the common cause.



Too Much Back Seat Driving

# Sell the "Miracle Aggregate" TENSULATE PERLITE FROM



# TENNESSEE

**P**OPULAR with the buyer, profitable with the seller... Tensulate Perlite is the big advance in better, light weight plaster and concrete. Ten times lighter than the sand it replaces, this "miracle aggregate" lifts a ton of needless weight from the average room. It goes on faster, finishes with a smooth surface, strong and resilient to resist sagging and cracking. It will hold screws. You can nail through it, saw it and be assured of its fire, vermin and moisture-resisting qualities.

Dealers like the ease of handling. There's a rapid turn over of low cost inventory. It's good business to sell Tensulate Perlite. Supported by advertising, going big and growing bigger throughout the South. Place your order now.

A suggestion—why not solve your inventory problem by ordering mixed cars of Tensulate Perlite and Tensulate Insulation.



**TENNESSEE**  
**PRODUCTS & CHEMICAL**

*Corporation*

NASHVILLE, TENNESSEE



NOVEMBER, 1950

The Skyline Lumber Company's treasurer and sales manager, E. R. Woolridge, interviews nearly every homebuilding prospect personally. With her (or him) he goes through his file of 50 different plan books for basic arrangement and design ideas. One of three record forms that cinch home jobs for this dealer is the Sales Contract order partly reproduced below.



**Free Planning, Estimating  
and Follow-through Sell**

# 163 HOUSE JOBS a Year

**FOR A RETAIL** dealership to get their profitable share of the building-material business in a trading area during the fat years as well as the lean ones, they must shoot for the order for the whole bill of goods used in building a house.

That's what a quartet of building-supply men in Roanoke, Va., decided in 1937 when they laid plans for their own dealership after working together for the Valley Lumber Corporation during the depression and upturn of

the 30's. And the four-step procedure that they inaugurated from the start of their Skyline Lumber Company has paid off better each year.

In fact, Skyline's system last year resulted in the sale of 163 house jobs! That was 42 per cent of the number of house jobs figured by the Skyline Lumber

Company—and 55 per cent of the available jobs since at least 21 per cent of the prospective homebuilders decided not to build that year.

The principals in the Skyline Lumber Company, Inc., are H. C. Holesapple, president and general manager; H. D. Woolridge, vice-president; P. D. Gravett, secretary and credit-office manager; and E. R. Woolridge, treasurer and sales manager.

In a highly competitive market, the sales volume in excess of \$500,000 that this 12-year-old firm handled last year—including the 163 whole house jobs—was the result of planned teamwork that capitalized on varied experience in the sale of basic building materials. Thanks to the booming business conditions during the first three-fourths of this hectic year, the Skyline company expects to do a better volume of business in 1950.

What is their four-step system for selling the whole house job?

First, they develop queries from the homebuilding prospects in the 100-mile-radius trading area that the firm has staked out for itself.

Second, they verify the credit

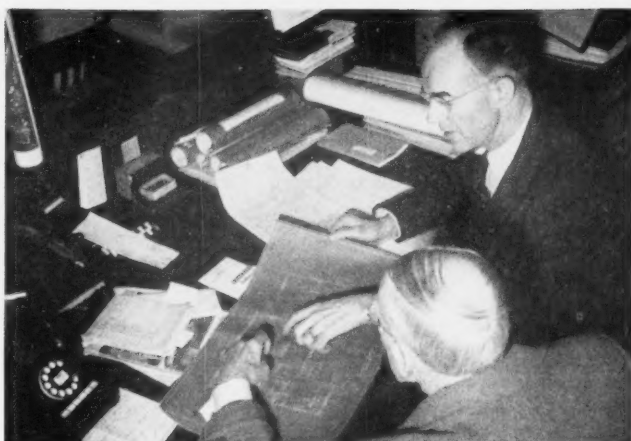
Third, they help the prospects to select plans that match their needs and budgets; draw up plans and specifications to suit, together with cost estimates for labor and materials, in cooperation with the contractor.

"You can't satisfy families in making their biggest purchase of an ordinary lifetime, and get them to recommend you to their friends and relatives, unless you follow the job through from their first query to the completion of their home," Sales Manager E. R. Woolridge declares.

"And to be sure of your follow-through, you must use practical forms that will carry forward a record of the transaction and its progress!"

The Skyline Lumber Company

(See 163 HOUSE JOBS page 70)



E. R. Woolridge and his associates in the Skyline's Home Planning Department go over all blueprints with customers before the construction of a home. (See the photographs above and on cover.) They find it pays to see that everything is understood—and satisfactory. This firm uses the two-page form reduced below for a Prospect and Specification Control record of all jobs. This form is most complete for showing the specifications, status, and progress of each homebuilding job.

# Teaming Hardware WITH BUILDING MATERIALS

By Baron Creager

SOME DAY the building boom will dissolve. But by then it is the hope of management that the Spartan Lumber and Hardware Company will be firmly established as the source for household hardware and building supplies in a thriving, semi-rural segment of Tulsa, Okla.

President Ed R. Henry, explained the theory upon which his business was launched when an unaggressive, country-type store, handling lumber and hardware, was purchased in 1946.

"We reasoned that this building boom can't go on forever," he recalled, "and that there will come a day when we will not be able to depend upon building contractors for our bread and butter.

"We wanted the people around here to know us. We believe that some day we will reach the point where, when we figure on a new screen door or a new roof for the porch, we will look upon that transaction as a big deal.

"But we couldn't get acquainted with all the people in what we

consider our trade territory through the building-supply business alone. The answer, as we saw it, was a store that would be half hardware and half building supplies. So we have a hardware store, comparable in appearance and stocks, with a great many Tulsa hardware stores."

This dealer might have added that other retail hardware outlets overlooked an opportunity to establish a successful branch in the area, for the nearest exclusive hardware store is over three miles distant while the shopping district of Tulsa is seven miles away.

Across the highway from this

store is the Spartan Aircraft Company, employing hundreds of skilled craftsmen. Only half a mile distant is the Tulsa Municipal Airport, with its related enterprises sprawling over a wide area. All this is surrounded by residential development, constituting in effect a substantial community of medium-income families that welcomed the hardware store as conceived by Ed Henry because it often saves them many miles of driving.

In hardware and related items, however, Henry does not consider the adjacent residential section as the limits of his trade territory. He says it actually extends for a radius of two miles in all directions. And in lumber and building supplies, his territory is unlimited in the Tulsa area.

"Actually, our location facilitates the delivery of lumber or other bulk goods to contractors," Henry points out. "Because of the airport, road development has

In his modern combination Spartan Lumber and Hardware Company on the edge of Tulsa, Okla., Ed Henry carries a wide variety of lines that meet the new and "old" needs of suburban and rural families. At left is a view of the hand-tool and builders' hardware displays. Note galvanized goods behind half-pyramid display counter. Above, Ed Henry selects horse shoes for one of the 15 customers for whom he keeps on hand a profitable stock of 50 kegs.





been extensive in this section and the highways are good and fast. By using through highways and avoiding the congestion of downtown, we can deliver a load of lumber, for example, to the opposite side of Tulsa in less time than can a competitor with a more central location.

"This is an advantage because of the intensity of competition. During the 1930's, of course, there wasn't so much building nor so much competition. Now there are twice as many yards and relatively more competition than before World War II."

In advertising and promotion, hardware does not receive the attention that is accorded building supplies, because the Spartan Lumber and Hardware Company is being publicized as "The Building Material Super Market."

The building material and lumber inventory turns over about three times as fast as hardware, according to Henry's calculations. He says his hardware stock turns about twice a year. This is not as fast as the turnover of a centrally-located hardware retailer, but in such a store as this it is difficult to find a fair comparison in the movement of merchandise by departments.

Lumber and building material often participate in the stock turnover without being handled in the yard. Furthermore, the lumberyard inventory is three to four times that in hardware. And some items that are considered and recorded as building material would be hardware items if the store were exclusively hardware.



Drawing customers from Tulsa's mushrooming airport development as well as from the nearby countryside, the Spartan Lumber and Hardware Company advertises itself as "the building material super market." But the stock of hardware and accessories accounts for about one-half of the sales volume. Seen above is the paint-display end of the modern store, with dozens of "impulse" items in easy view. Below is the front of the modern store, with two entrance doors flanked by high "showcase" windows. The handsome fence around the lumber yard helps to sell this profitable product. The building is set back to allow plenty of space for free and easy parking by farmers and other customers.

"Nevertheless, we are rather happy with the job we have done in hardware," Henry concedes. "And our principal lines are very good lines, especially in tools, because the population out here is largely composed of skilled men who demand quality tools. Of course, we also have to carry the price items in many lines, too, which made it essential, that we have a rather complete stock. Hence the entire front of the building is a hardware store."

The "country" is not all gone

even after four years, for the Spartan Lumber and Hardware Company maintains an inventory of \$300 to \$500 in horse shoes. Yes, horse shoes! The demand is light, but rather consistent.

"When we took over," Henry reminisces, "we found a stock of horse shoes and that was the first time I became aware that horse shoes run to sizes, both front and rear."

"Now we have 50 kegs of horse shoes because we have to stock (See TEAMING HARDWARE page 80)



# To Sell to Farmers it pays to BE ONE

**BEN P. EUBANK**, president of the Kentucky Retail Lumber Dealers Association and head of the Ben P. Eubank Lumber Company in Lexington, is well prepared to advise farmers in the Blue Grass region about the choice of building materials for their various needs—for he also runs a 265-acre cattle farm as a profitable hobby.

In his soft-spoken way, Eubank modestly describes his farm in the Bluegrass region as "just a comfortable place." But it includes a small lake, an 18-acre tobacco "patch," a vegetable garden, and a fruit orchard. The rolling pasture-land is studded with elm, oak, and maple trees. The house is two stories, with a white painted brick exterior.

One Sunday afternoon last fall, a car full of people stopped at the Eubank farm. After looking the place over, they explained to Eubank that they were members of the Metro-Goldwyn-Mayer movie-producing company looking for a Bluegrass farm suitable for filming a picture. The spokesman said

The farm of Ben P. Eubank, president of the Kentucky Retail Lumber Dealers Association, is such a model one that Hollywood rented it as a setting for part of the film, "Asphalt Jungle." Here Eubank is seen with two of his purebred Hereford cattle.



the farm was just what they were looking for, and would Eubank lease it to them for a week? Eubank did; so the latter part of the film "Asphalt Jungle," co-starring Sterling Hayden and Jean Hagen and directed by John Huston, was shot on the Eubank place.

Eubank acquired his farm in 1944. On it he has 40 head of Hereford cattle and 38 calves. And in keeping with Kentucky tradition, the farm's animal population includes three saddle horses and two walking horses.

The farm is located about nine miles from Lexington, and is home to the Eubanks. Their daughter, Carolyn, is now married and living in Lexington. Ben, Jr., has opened his own lumber business at Bloomfield, Ky., although he is

only 27. Both children attended the University of Kentucky.

Eubank says he himself "came up the business ladder the hard way."

As a youth he worked his way through Berea College milking cows and doing other dairy chores. In 1914, at the age of 24, he started keeping books for the McCormick Lumber Company in Lexington. Four years later he joined the Perry Lumber Company and bought an interest in the firm. In 1940, after 26 years in the lumber business, he bought the George Hoskins yard and turned it into the Ben P. Eubank Lumber Company at 611-621 East Third Street in Lexington.

Today he has a thriving lumber and contracting business. He is an outstanding citizen of Lexington and one of the most popular lumbermen in his state.

Much of his company's business is supplying lumber for the barns and fences of horse farms. Fencing, of course, is a big item on a horse farm. These large farms have miles of white-painted fences surrounding and dividing the tracts.

Eubank's plant includes a five-room office building, a new brick warehouse with 11,000 square feet of space, and a planing mill with 15 machines. Unlike many lumber dealers, he has not put in a retail store. The only thing on display is paint and lumber samples.

He says he expects his total sales volume to far exceed that of 1949 by the end of this year. Because of

(See BEN P. EUBANK page 81)



No. 3



# Special Bins

## make handling stock easier

By SAM CARSON

**NO SIGN** over the door of the Woodward Lumber Company says: IMAGINATION IS USED HERE.

But one look through the company's display room, shop, storage floor, and yard will tell you that this dealer in Lewisburg, Tenn., is doing a big volume of business not by accident, but because he planned it that way.

Planned binning means saved space and time, according to Howard Woodward. Sizes, prices, and kinds of materials are quickly located in compact, made-to-order bins.

And this systematic, careful binning is multiplying sales of single items that might otherwise be out of sight, difficult to locate, and therefore overlooked by customers or salesmen.

Woodward got into the building-supplies business from the contracting side. He began as a construction worker when 15, and by



Years before he opened his retail building supply store, Howard Woodward had planned its layout in detail down to the last nail bin. Here he is seen filling such a bin, which he designed. Each bin pulls out for easy stocking, and is open at both top and front.

the time he was 21 he was a construction superintendent. About this time, he began to think about opening his own building material store.

In later years, while he was a contractor, he began laying plans for his model dealership. Years before his present building went up, he had his store and yard planned right down to the last nail bin.

Woodward's nail department is a good example of the efficient binning he has designed. Three horizontal rows of drawer-type bins hold 45 kinds and sizes of nails. Each bin is open at the top as well as the front, to provide for quick, easy loading either from the keg or by shovel when the drawer is pulled out. The arrangement gives 100-per-cent visibility to the customer, who can see the entire stock at a glance.

The bins were made of one-inch plywood in the company's own cabinet shop. The size, kind, and price of nails in each bin is clearly marked on inch-wide strips of

white tileboard, nailed to the front of each bin.

Also on the sales floor are the paint shelves, built to hold the maximum quantity of paint in the space allotted. Compartments are of a width and height to accommodate various sizes of cans without wasted space. The shelves are deep enough to hold a number of shipping cartons behind the face rows. This practice, reports Woodward, keeps the labels clean and "new looking" to give the whole department a fresh, attractive appearance.

This central Tennessee dealer maintains an unusually large stock and variety of colors in oil. He finds this feature appealing to women, who like to come into his store to choose shades and tints from his color chart and reference file. The stock of coloring tubes, adjacent to the regular paint shelves, is designed so that each compartment holds exactly one carton of tubes.

Shelves below, without compartments and fitted with cabinet doors, hold unopened cartons of tubes.

(See SPECIAL BINS page 86)



Tileboards are stacked in this Woodward-designed rack to prevent marring. One of the features most attractive to Woodward's Lewisburg, Tenn., customers is the ease with which they can find merchandise they want. Troughs at left of rack hold metal trimming. Prices and dimensions are shown on labels.



**To bring Customers back . .**

## **SELL 'EM *treated* POSTS!**

**By L. H. Houck**

**WHEN** a merchandising expert thinks of something to build traffic for a store he usually thinks of a product or service that can be quickly consumed so the customer will come back for more and more.

W. R. McKee, owner of the W. R. McKee Lumber Company yards in Lee's Summit, Mo., and Corsicana, Tex., thinks in opposite terms and finds it pays off. His specialty is maintaining a large creosoted-post department and keeping it actively promoted and advertised.

The average purchaser of creosoted posts will not likely have to replace them during his lifetime since tests indicate that there is little wear or deterioration in 30 years. But such a quality product is the best thing in the world to



bring a customer back, McKee's experiences have proved.

Lee's Summit is just far enough off U. S. Highway No. 50 to be free of "through traffic." McKee realized that a lot of good creosoted-post prospects passed along this highway at a reasonably high speed, but that they would never come to his lumber yard to buy

posts unless they knew about them.

So McKee placed medium-sized road signs advertising creosoted posts on both sides of Lee's Summit and at several spots on nearby highways.

Lee's Summit is located only 12 miles from Kansas City. Kansas City is filled with lumber yards of all sizes and descriptions, so plenty of competition and bargain prices prevail. It is the center toward which thousands of rural buyers head when they want to buy something.

When you have a product that will stop these buyers within 12 miles of town you've got a good piece of merchandise and an efficient presentation! Customers that are stopped by the creosoted-post signs and directed to the W. R. McKee Lumber Company yard in Lee's Summit are customers that likely would never have come to the yard at all otherwise.

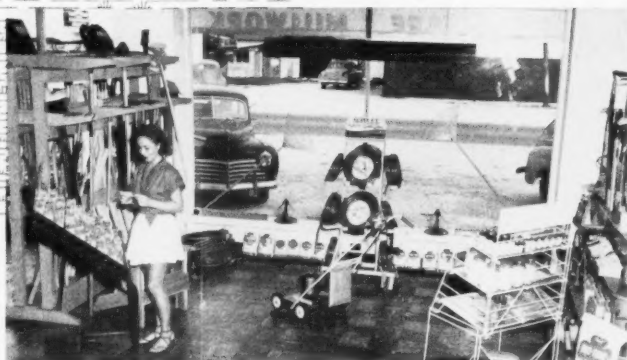
Business in the creosoted-post department has been increased (See CREOSOTED POSTS page 81)



Road signs like that at top of page flag the attention of motorists on U. S. Highway 50, near Kansas City, and draw them to this dealer's lumber yard. It always has a balanced stock of creosoted posts. The yard in Lee's Summit, Mo., and another in Corsicana, Tex., are owned by W. R. McKee, Sr., who is seen at left discussing some sales ideas from a trade magazine with his son and partner.

## Florida Dealer's Garden Department

# Lures Women Customers



**GETTING** women customers to come into a building supply store—regarded by many as a “man’s store”—is no longer a problem for the Beach Lumber and Supply Company at Jacksonville Beach, Fla.

This dealer merely launched a successful program of cooperation with garden clubs, of which there are a great many in Jacksonville Beach and vicinity. Having opened a garden department in the front of its store, the Beach company offered the garden clubs a 15 per cent commission on all sales to members over a given period. This money was not given as a discount to individual purchasers but went to the treasuries of the clubs.

The garden department—handling all tools necessary for cultivation of grass, shrubs, and flowers—was put in especially to cater to women’s trade. But it had not drawn as well as expected, partly because of its location several blocks away from the town’s shopping district, and partly because of the general impression that the store was not for women.

Two years ago the Beach Lumber and Supply Company built a new building material store building, designed attractively enough to appeal to women as well as men shoppers. This two-story concrete block and stucco structure, 80 by

200 feet, fronts on two streets, with ample setback from the street for parking of customers’ cars. The ground floor is devoted to showrooms and offices, with warehouse storage room in the rear. The upper floor is rented for business offices.

The Beach Lumber and Supply Company is headed by W. M. Mason, who owns the Mason Lumber Company of Jacksonville, with two yards and building supply stores there. Treasurer George P. Riley and Secretary Hewett H. Daniel share the management of the Jacksonville Beach store.

(See LURES WOMEN page 83)



Attractive displays of seeds and gardening equipment—plus a program of cooperation with local garden clubs—have attracted a stream of women to the Beach Lumber and Supply Company in Jacksonville Beach, Fla. The view at right shows how the store looked before it was replaced two years ago by the handsome “showcase” building seen above.







## Resort Selling is quite different

"BUILDING SUPPLY business in resort areas should grow and grow," asserts Vincent J. Hanlen, of the E. B. O'Brien Lumber Company in Camdenton, Mo.

Camdenton is a rapidly developing town in a new resort country growing up because of the construction of the Bagnell Dam on the Osage River. The area has become thickly dotted with cabin camps and tourist courts—which run from the ridiculous to the sublime in furnishings and rates. Rates usually start at \$5 a day but some run as high as \$25 a day.

"Patrons are demanding more in accommodations now," Hanlen says. "All cabins must be modern, have hot and cold water, gas or electric cooking equipment, and most of them are insulated and sound-proofed. Every active owner is kept busy expanding and reconstructing to make his place more pleasing and desirable for next year's vacationist."

After moving to Camdenton to

manage the O'Brien yard, one of the W. H. Powell Lumber Company's yards in eight Missouri towns, Hanlen soon learned that selling building supplies to resort owners is different.

According to Hanlen, he "had to learn the lumber business anew"—and how well he has succeeded is apparent from the 50 per cent increase in his paint sales volume over last year. Most other lines were increased considerably, and his credit losses are non-existent.

Some lines had to be abandoned and other departments had to be increased. Electrical supplies, for instance, are being discontinued because of low volume and low profits in competition with special discounts granted cabin-camp builders by supply houses.

On the other hand, plumbing supplies have been increased. And

few yards of this size anywhere in the country could boast of selling as many bathroom and kitchen outfits—more than the town's population!

Contrary to the opinion of many tourists who fish, boat, and visit in this nationally known resort area, most of the cabin court owners are not professional resort operators. This situation sometimes confuses a resort building supply dealer.

According to business surveys, most of the owners—and most of the people who expect to buy sites to become resort camp owners—are retired persons from all sorts of industries and businesses. Most of them have saved from \$5,000 to \$25,000 and expect to build a court and have an easy life. Many of them receive pensions. Many are also fishing or boating enthusiasts, who expect to get paid while they play. They come from crowded cities in all states.

This is the sort of customer who comes to the O'Brien Lumber Company.

(See RESORT SELLING page 84)



After moving to Camdenton, Mo., to manage the E. B. O'Brien Lumber Company, Vincent J. Hanlen found that selling building materials in this resort area was different in many ways from the other small-town yards where he'd worked. At left, he writes up an order for a customer who's building his own cabins. Above is a completed tourist court built with O'Brien materials.

# Tie-In Sales

## Produce Profitable Volume

By B. MILLER

**THE NEED** for someone to handle the home-owner's smaller, more varied requirements started the "customer accommodation service" at the Gruver Manufacturing Company in Chevy Chase, Md., in July, 1949.

A hobbyist who wants an 18-inch length of walnut to repair a chair, or a home-owner who is looking for a 12-inch strip of Southern pine for molding, can turn to Gruver's. No order is too small for this lumber dealer to bother with.

"We like home-owners to feel they can turn to us for items not easily available," said Robert L. Holm, general manager of Gruver's. He estimates that the volume of small-order business has increased markedly. Twice as many customers were served during the first half of '50 compared with last year.

"A customer is likely to return to a place that did him a favor," Holm pointed out. "It builds up trade."

Eager to furnish the customer anything he wants in domestic woods, Gruver's can readily supply him with mahogany, walnut, oak, poplar, birch, gum, basswood, cedar, white pine, fir, cypress. From their regular stock or short-ends, they will rip woods to any size desired, but they do not sell under two-foot lengths.

A man may have gone all over Washington looking for a 2-by-2-inch length of birch to use in repairing an end-table leg by himself. Gruver's not only will accommodate him but also assist him in making the proper wood selection, advise him on turning or siding, and in finishing it.

If someone drops in and wants wood with a mahogany finish for bookshelves, Gruver's suggest mahogany or mahogany-faced plywood with fir on one side. A quart can of mahogany finish may be sold to him also. If he wants to paint the shelves, fir is recommended. Where price figures in the purchase, D select white pine

is suggested for the article.

A customer may want a 2-by-4-inch length of wood to fix his fence. Treated fir or pine will be sold to him—or the plain lumber and a can of wood preservative.

"That is where tie-in sales come in," added Holm. For suggestions as to finishing the product are usually asked of the salesman. One home-owner wanted to build and paint a small partition. A 2-by-4-foot piece of fir plywood was sold to him and a quart can of paint.

It may be lacquer or stain that he wants. Gruver's offer him any

No customer's problem is too small to merit the interest of salesmen at the Gruver Manufacturing Company in Chevy Chase, Md. At Gruver's the hobbyist can get large or small pieces of almost any native wood cut to his specifications! Below, Shop Foreman John D. Dettor advises a customer about the finish for her cabinet front. "Customers naturally bring their large orders back to a place that has done them a favor," the manager says. Photo courtesy National Paint, Varnish and Lacquer Association.

one of 15 formulas developed for finishing items made of plywood.

If a customer brings in specifications, Gruver's will turn a table leg for him or plane and side a wood tread for the backsteps.

Gruver's will take anything from stock to accommodate the customer. If the wood requested is not in stock, Gruver's will obtain it for the customer—provided it is a domestic wood sold to any extent.

Where a customer's needs may be supplied from short-ends, prices are 25 per cent under regular stock. After a salesman has suggested such a bargain—to the delight and surprise of the customer—that customer is quickly "sold" on the fairness of the company's personnel.

The time spent helping a customer with his projects, and the decreased profits on bargain items, are more than paid for in most cases in one of two ways. Either from the profits of tie-in sales of finishing materials or hardware. Or through the customer's return for additional purchases.

The Gruver Manufacturing Company is promoting this service in classified ads in the daily newspapers. They also have a list of 1,000 homes in the immediate area to which *Popular Home* magazine goes monthly under their sponsorship.

This free publication has proved one of the company's best goodwill and prospect builders.





Any customer who buys builders hardware for a complete home or other construction job from the M and M Hardware and Builders Supplies Company is given a musical door chime or knocker free. At left, the salesman demonstrates a musical knocker to a customer in the Homer, La., store.

By S. W. ELLIS

## Lumber Needs Hardware!

**NEARLY** every order of lumber sold by a building-supply yard needs hardware.

And most construction jobs requiring builders hardware need lumber and paint.

Supplying this dual need is responsible for the name under which the M and M Hardware and Builders' Supplies operates its outstanding yard and store in Homer, Louisiana.

"We put 'hardware' first in our name," says Manager W. J. Shinneman, "because we want our customers to be hardware conscious when they buy from us."

Shinneman primarily is interested in selling lumber—and uses hardware as a bait.

Much of the store's finest merchandising centers around builders hardware, which receives continuous promotion. The store's two block-letter signs — one on the front, the other on the side—impress the store's name. The full-view glass front shows a 55-by-50-foot sales floor filled with hardware items, arranged in convenient island displays.

With two other lumber yards and a sawmill in this thriving oil town of 5,000 persons, the young M & M manager has to keep his store well stocked to supply customers. The yard and warehouse behind the display building are filled with lumber, roofing, cement, and sand.

"There's a long profit on builders' hardware," Shinneman says, "and nothing we handle is more adaptable to attractive displays than locksets, hinges, door knockers, and chimes."

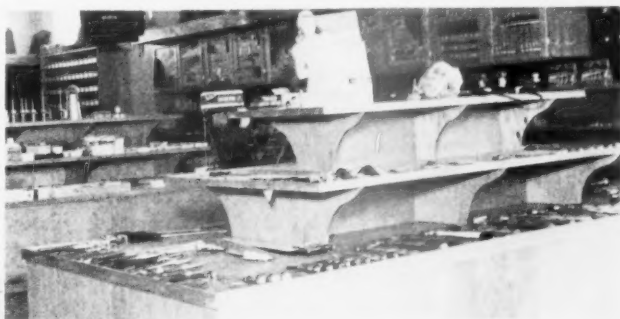
Shinneman keeps up with all building activity in his locality. When a new structure is started, he visits the contractor or owner,

armed with samples of builders hardware. He is really out to get the packaged job. "Those attractive hardware samples frequently arouse a builder's interest," he says, "and furnish tangible evidence of my store's quality merchandise."

If the customer—whether a contractor or home-owner—buys a complete set of builders hardware, Shinneman gives him the door chimes. Nearly everyone in town has been made aware of this, so it is proving a paying attraction for the store.

"Once an item is sold for a con-

(See NEEDS HARDWARE page 82)



The owner, salesman, and Negro porter all take a hand in keeping the merchandise display in the M and M store spotless. Merchandise is dusted daily. Although the firm specializes in builders hardware, it finds that such sales frequently lead to orders for a complete supply of building materials.



Manager Charles Collins, seated, listens while a salesman explains a new line's features to him and another Alamo Lumber Company employee. Appliances are featured in front display windows of this Lubbock, Tex., firm's new building. The novel angled-entrance display, above, is a permanent part of the modern building.



## Mass Display Aids in

# BUILDING APPLIANCE SALES

"YOU CAN'T successfully merchandise electrical appliances without a complete showing of floor samples," asserted Charles Collins, manager of the Alamo Lumber Company's Bay City, Tex., yard. And he should know, for Alamo's appliance sales have increased 100 per cent since the company reorganized that department.

Almost every retailer has learned the value of mass display from the super markets. There is nothing like a mass display of merchandise to make a favorable impression on prospective customers.

"And this holds true with appliances," Collins confirmed. "A mass display seems to give the prospect the idea that the item is currently popular, and that the retailer has sufficient confidence in the product to invest considerable money in it. On the other hand, one or two of an item gives the prospect the impression that the dealer was wary about buying--and that he should be, too."

Anyone in Collins' organization, including the girls in the office, can sell appliances, major or traffic items.

"Our entire personnel knows the merchandise," said Collins, "and the customers don't have to wait around for a specialty salesman to show them any appliance. Too, we want our entire organization to be sales-minded. Training and allowing them to make sales keeps them sales-minded."

The sales manager of the appliance department has three outside men working under his personal supervision. He or one of his salesmen is always in the show room to take care of sales and to book demonstrations.

But mostly the outside salesmen devote their time to cold canvassing. The Alamo Lumber Company's biggest volume comes from farm trade.

The yard was recently rebuilt--modernized and enlarged.

"Our old display room and offices were in a little, tight-fitting building 20 by 40 feet," Collins

said. "It was an uninviting place. We had an average of two or three women customers visit us each month."

Now there are from 10 to 12 women customers in the store each day!

"And the women are the buyers," Collins asserted.

At the formal opening of the new building about 3,600 people came to see and inspect the new air-conditioned display room that measures 34 by 96 feet--and to share in the \$1,200 worth of free prizes that were given away.

While electrical appliances are the big drawing card, electric light fixtures are also displayed.

"We have had a nice volume on these fixtures," Collins recalled. "No big orders--just one or two fixtures at a time. But the sales are steady. I like this better than big orders sold at a discount through a contractor. We are geared to take care of our customers, not another's."

Appliance salesmen work strictly on commission. This commission

is based on the gross profit involved in the sale. This is a flexible working plan that benefits all concerned.

When a salesman runs into an order that involves several units—like equipping an apartment building or a tourist court—he can make a competitive bid. He knows in advance that his competitors will give a special price and he might as well be prepared in advance to cope with it. But he also knows while he is doing so his commission is going to be less per unit than if he sold at list price.

"This keeps the salesman from making absurd bids, or passing up those prospective sales because he is not set up to handle them," asserted Collins. "And if salesmen overbid a trade-in in making a sale, they know what they are doing at the time and make better deals in the long run since their mistakes are charged up to their profits. They really are selling for themselves, not their employer."

Collins' policy on trade-ins is to hustle them right out.

"I will not allow them to accumulate," he said. "There is no point in holding them, keeping our floor space and money tied up. When I have to take a loss, I want to do it right now and get it over, forget it and go on to the next deal."

Frequently when one item is selling without effort, the dealer is content to take what comes and devote his effort and advertising to selling a slow-moving item.

"But not us," Collins pointed out. "We push items that are selling best. Washing machine sales will eventually catch up with themselves and then level off. But in the meantime, we want all that volume while it is hot. We can afford to play along with the slower moving items until such time the rush for washing machines is abated."

When Alamo salesmen get back to promoting other items, they haven't lost their enthusiasm for items that were advertised and did not move quickly, because of inopportune pushing.

The new display room, built primarily to show electrical appliances, has stepped up paint sales 50 per cent. This, according to Alamo personnel, shows that women are instrumental in buying paint—since the appliances brought so many more women customers into the store.

Collins believes that traffic items are essential to rounding out major appliance sales.

"They take up little room and increase floor traffic. They represent a small investment, and dress up the show room to make it more interesting for shoppers."

"And you couldn't afford to send your customers to a competitor for a small appliance," Manager Collins asserts, "because

they could so easily become the competitor's major appliance customers also."

### Materials Handling Conference in Spring

The National Materials Handling Exposition—which in three years has become one of the five largest industrial shows in the country—will feature a three-day Materials Handling Conference during its five-day run in Chicago, Ill., from April 30 through May 4, 1951.

Thousands of models of equipment will be displayed in 10 acres of indoor and outdoor space.

Sponsored by the American Materials Handling Society, the conference will tackle material-handling problems which involve up to 25 per cent of some payrolls. The society's regional chapters will be in charge of various sessions.



Thorough knowledge of all equipment is one of the most important factors in keeping appliance sales high, according to the Alamo Lumber Company's manager. In addition to the head of the appliance department and his outside salesmen, all other personnel are trained in the selling points of all appliances—even the office girls. Here a salesman answers a question about a deep-freeze unit.







# WASHINGTON NEWS

**NOW THAT** the 1950 elections of U. S. senators and representatives are over, the Truman administration is expected to pull no punches in its efforts to control our national economy and expedite the rearmament program. In fact, many observers here foresee efforts to establish a type of "Controlled Capitalism" that will be more comprehensive and enduring than the plans of Roosevelt's New Dealers.

The recall of Congress by President Truman for convening before November 27 will not prod the solons on basic issues, such as additional taxes and appropriations for defense purposes, because the solons feel entitled to the time they voted for sojourning at home and mending their political fences.

Still, long-range planning calls for greatly accelerated appropriations—even as much as \$60 billion—for the 1951-52 fiscal year, as compared with \$40 billion during the year that ends June 30.

Senator Walter F. George, kingpin of the tax legislators, anticipates quick action on new tax measures that will either raise the corporation tax or institute an excise-profits tax, and that will collect higher individual income taxes.

**IN BUILDING INDUSTRY** circles here, the big question right now is how much construction of housing and other buildings will be forestalled by the new Regulation X on real-estate financing and NPA Order (see page 44) M-4 on construction limitations?

HHFA Administrator Foley said the housing credit controls were aimed at cutting back housing starts in 1951 to 800,000 to 850,000—from the 1,300,000 rate established nationally through August.

H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, declared that the sole aim of emergency controls over the building industry should be to conserve strategic materials for the rearmament program, not to serve political or ideological purposes.

"HHFA Administrator Foley is quoted as saying that the drastic and excessive limitations on mortgage credit are intended to intensify competition in the sale of homes, and that clearly is a political and ideological approach," NRLDA's Northup said.

"The entire building industry, from one end to the other, is ready and eager to accept any limitations which will aid the country in its defense production program. But the industry is not willing to serve as a pawn in efforts to appeal to special groups when those efforts have no bearing on rearmament needs and will unnecessarily disrupt the civilian economy and reduce jobs in the building trades.

"The credit limitations already announced are far more severe than would be required merely to free critical metals for the defense production program."

**TOM COOGAN**, president of the National Association of Home Builders, was more outspoken in his alarm over the effects of the drastic credit terms of Regulation X. Said he:

"The down-payments were increased to an extent which, in my judgment, will reduce the construction of new housing next year to about half the goal announced by government officials.

"I am particularly concerned to see the changes in the amortization period. It has taken the Congress, the builders, and mortgagees many years to secure the acceptance of the longer terms by the investment institutions. The new regulations return us to the year 1935, so far as mortgage lending for the non-veteran is concerned."

**THE DEMAND** for durable goods in these inflated times and in the face of new allocations of metals for military and related defense purposes has pushed up prices of soil pipe, plumbing fixtures, appliances, and other metal materials and equipment to such an extent that builders and architects

are contriving substitutions to hold construction costs and to complete projects under way.

**THE NEW PRESIDENT** of the Producers Council, A. Naughton Lane, on October 27 warned that "there is serious danger that the supply of building products will get out of balance unless the government soon notifies the building industry as to how far it intends to cut back construction volume.

"Although the materials needs of the rearmament program perhaps can not yet be predicted with too much exactness, it should be possible to announce certain limits within which the industry can act. In the absence of such information, there is every likelihood that producers of some materials will overshoot the market, while others will adopt a too conservative policy. The result would be a costly surplus of some products and an equally costly shortage of others."

The secretary of the U. S. Department of Commerce has established 11 national forest products advisory committees to give the lumber industry a voice in government planning for mobilization. Six committees cover the production branches of the industry. They include lumber manufacturing, plywood and veneer manufacturing, and lumber products and wood fabrication. Among the distribution advisory committees are those for: lumber and allied products concentration yards; lumber and allied products non-warehousing wholesalers; lumber and allied products warehousing wholesalers; and lumber and allied products retailers.



**THOMAS P. COOGAN**, above, of Miami, Fla., is the president of the National Association of Home Builders.

# NEWS of the MONTH

## Building Standards Theme of Conference

"The Place of Standardization in Construction" will be featured at the 32nd annual National Standardization Conference to be held at the Waldorf-Astoria Hotel in New York City, November 27-29.

The construction industry session set for November 29, will be presided over by Norman P. Mason of the William P. Proctor Company, North Chelmsford, Mass., and chairman of the Construction and Civic Development Department, U. S. Chamber of Commerce. The session is sponsored by the Producers Council, the American Institute of Architects, and the Associated General Contractors of America.

As moderator of the session Mason has stated that he will direct attention to the strengthening trend toward adoption of national standards in building codes, as illustrated by acceptance of American Standards for safety, plastering, and inspection and installation of elevators in the new City of Chicago Building Code.

## Handling Equipment To Be Demonstrated

A demonstration of material handling equipment, arranged by SOUTHERN BUILDING SUPPLIES, will be a feature of the 11th annual winter meeting of the Southern Sash and Door Jobbers Association in New Orleans, La., December 6-8, according to preliminary plans announced by Clark E. McDonald, secretary-manager of the organization.

Lift trucks, conveyors, and steel strapping of common millwork items and other building materials will be shown and demonstrated in the University Room of the Roosevelt Hotel on December 8.

The first day of the sash and door jobber meeting will be devoted to the annual golf tournament for men and a bridge party for the ladies.

Thursday's activities include a directors' meeting in the morning, luncheon for all men and women, an afternoon business session, stag cocktail party and floor show.

Friday's sessions will include a luncheon for all registrants; an afternoon business session and material - handling demonstration; and a cocktail party, dinner, and floor show for all men and women.

Saturday, December 9, at 10 a. m. the directors of the American Wood Window Institute will hold a meeting. A new member of the institute is the Scanlon-Taylor Millwork Company, Jackson, Miss.

The AWWI board has approved three organizations for testing the double-hung wood windows that may bear the AWWI seal of approval: Pittsburgh Testing Laboratory, Pittsburgh, Pa.; Timber Engineering Company, Washington, D. C., and the Robert W. Hunt Company, Chicago, Ill.

## Atomic Bombs on SBCC Meet's Agenda

Atomic bombs and regional research will be the major themes at the sixth annual meeting of the Southern Building Code Congress, according to M. L. Clement, director. It will be held at the Soreno Hotel in St. Petersburg, Fla., November 12-15.

"Effects of Atomic Weapons and Counter Measures" will be the subject of a serious speech by Brigadier-General Ernest Moore, U. S. Air Forces Intelligence Corps, Washington, D. C., at 2 p. m. Monday, November 13. While at the annual banquet on Tuesday, the topic for the humorous after-dinner speech by James Arrington, the nationally-famous mayor and newspaper editor of Collins, Miss., will be "The Possibilities of Atomic Energy in the Industrialization of the Orient."

The opening session of the Dixie building officials on Monday morning will feature two addresses on regional research in

building construction. C. W. Smith, director of the Southwest Research Institute, of San Antonio, Tex., will talk on "Tomorrow through Research." H. B. O'Brien, of the Southern Research Institute, Birmingham, Ala., will discuss "A Program of Regional Research."

Topping the morning menu will be a speech by Joe Reed, counsel for the Home and Housing Finance Agency, Washington, D. C., on "The Building Department of the Future." After lunch, Alton T. Riddick, Florence, S. C., building official, will explain "The Need for Uniformity and Improvement in Building Department Records."



## RUBEROID CHIEFTAIN

Walter C. Byrd, above, has been appointed sales manager of the Ruberoid Company's entire Southern division with headquarters in Baltimore, Md. Last month Byrd celebrated 25 years of continuous service with Ruberoid in the South. He just completed four years as sales manager of the Mobile, Ala., district. That followed four years as sales manager of the Baltimore district. Byrd's promotion was announced by Ruberoid's executive vice-president, Stanley Woodward.

## Munnerlyn on Top NRLDA Committee

Henry J. Munnerlyn, Bennettsville, S. C., retail building material dealer and long a leader in the Carolina Lumber and Building Supply Association, is the new member of the Executive Committee of the National Retail Lumber Dealers Association for the South-eastern states. He succeeds James F. Mack, of Hollywood, Fla.

The new top committee, appointed by President Clyde B. Fulton, includes:

District 1—E. Donald Sterner, Sterner Coal and Lumber Company, Belmar, N. J.

District 2—Henry J. Munnerlyn, Bennettsville, S. C.

District 3—Ward Briggs, Crane-Johnson Company, Fargo, N. D.

District 4—Lynn Boyd, Good Lumber, Pampa, Tex.

District 5—J. W. Copeland, Portland, Ore.

District 6—W. P. Harley, J. C. Baldrige Lumber Company, Albuquerque, N. M.

District 7—George Adams, Noah

Adams Lumber Company, Walnut Grove, Calif.

District 8—R. A. Schaub, Northern Indiana Lumber and Coal Company, Whiting, Ind.

AT LARGE—Clyde A. Fulton, Colborn-Fulton Lumber Company, Charlotte, Mich.; C. W. Gamble, Boise-Payette Lumber Company, Boise, Idaho; Fred R. Stair, Farragut Lumber Company, Knoxville, Tenn., and C. B. Sweet, Long-Bell Lumber Company, Longview, Wash.

## Personnel Notes

**Nelson A. Frahm** has been appointed national sales manager of the **Alumatic Corporation of America**, maker of aluminum storm and screen windows. He will coordinate activities of franchised Alumatic dealers.

★ ★ ★

**The Reynolds Metals Company** has appointed **J. M. Gwynne** as manager of engineering sales of

the building products section. Gwynne formerly was executive vice-president and general manager of the Metal Arts Manufacturing Company, Atlanta, Ga., where he designed a wide line of aluminum building products.

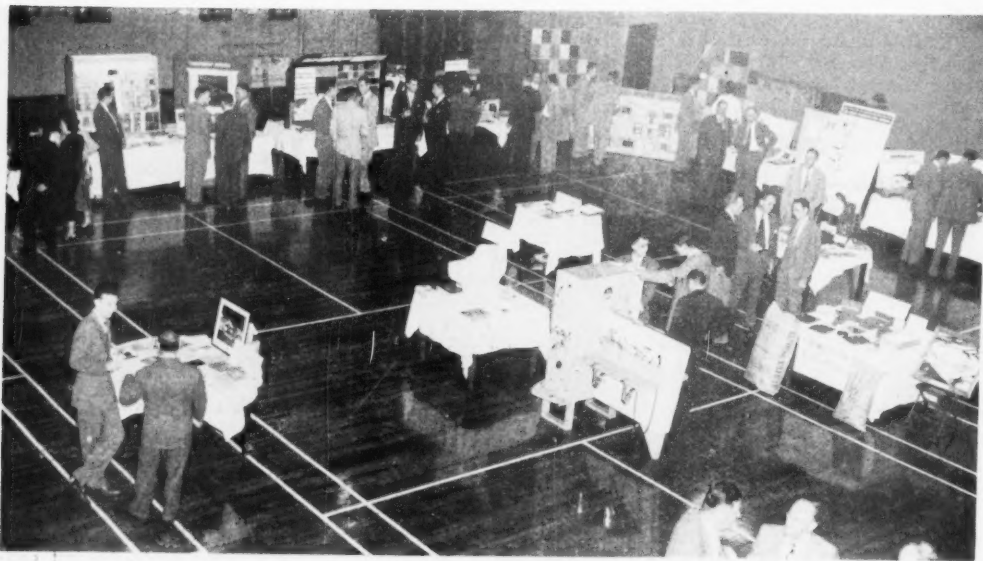
★ ★ ★

**William R. Wilkinson**, vice-president and merchandise manager of the building products division of the **Johns-Manville Sales Corporation**, has qualified for and joined the company's Quarter Century Club. Wilkinson, who joined Johns-Manville in 1925 as sales representative, was appointed to his present post in 1947. His assistant, **William L. Rowe**, and **Edward H. Berger**, the company's asphalt consultant, were honored for 25 years of service with Johns-Manville at the same ceremony.

★ ★ ★

Directors of the **Miracle Adhesives Corporation** have elected **Lloyd R. Cutler** chairman of the board. Cutler, who has been in the building material business for 30 years, founded the corporation

## "TABLE TOP" DISPLAYS SPOTLIGHT PRODUCERS' WARES



The first fall dinner meeting of the Producers Council in Atlanta, Ga., on September 29 attracted more than ordinary attendance and interest because it featured something extraordinary—"table top" displays of the products sold by the 35 members of the Atlanta chapter of the national association of building products manufacturers. The program was planned by Chairman Wil-

liam H. Carver, of the American Radiator and Standard Sanitary Corporation. Vice-President George Petters, of the Johns-Manville Sales Corporation, presided and introduced special guests. More than 100 manufacturers' representatives, distributors, and members of the Georgia chapter of the American Institute of Architects attended. Photo courtesy of Libbey-Owens-Ford Glass Co.

with J. Franklin Perry 13 years ago. His former position as president is filled by **E. R. Falkenburg**, who was sales manager.

★ ★ ★

**R. H. Wright** is now general superintendent of the **Atlantic Steel Company**, in Atlanta, Ga. A graduate of Georgia Tech, he joined the company in 1936 and has served in both sales and operating capacities. **R. E. Bobbitt** was promoted to superintendent of maintenance, and **W. R. Potts** was named chief engineer.

★ ★ ★

**Paul W. Sommer** was advanced from assistant treasurer to vice-president of the **Keystone Steel and Wire Company** at a recent directors' meeting. Sommer has a B. S. degree in metallurgy from the Massachusetts Institute of Technology, and has worked in the pricing, advertising, and accounting departments.

★ ★ ★

**C. Fred Hastings**, assistant general sales manager of the **Avco Manufacturing Company's** American Central Division, has assumed charge of American Kitchen production and design. Howard Jones is now products manager for American Kitchens, having been promoted from specialty products sales manager.

★ ★ ★

**Robert J. McDonald** has been appointed merchandise manager for **Westinghouse** laundry equipment, including the Laundromat and clothes dryer.

★ ★ ★

**C. D. Alderman** fills the newly-created position of general manager of merchandising for the **Mullins Manufacturing Corporation**, makers of Youngstown steel kitchens. He moves up from the post of sales manager of the Youngstown Kitchen division.

★ ★ ★

**J. D. Hammett** has been made manager of the Chicago, Ill., branch of the **Pacific Mutual Door Company**, in a promotion from the assistant managership of the Kansas City, Mo., office. Hammett began his career in building materials with the Hammett Timber and Lumber Company, owned by his father.

★ ★ ★

**Gerry J. Dietz** is the fourth consecutive generation to assume the



### HEADS PRODUCERS

New president of the Producers Council, national association of building products manufacturers, is **A. Naughton Lane**, above, Vice-president of the Monarch Metal Weatherstrip Corporation in St. Louis, Mo., he was elected at the recent annual meeting in New York City. Lane succeeds **James Ashley**, an official of the Libbey-Owens-Ford Glass Company.

presidency of the 110-year-old firm that makes Dietz kerosene lanterns and motor lamps, the **R. E. Dietz Company**, Syracuse, N. Y. On September 22, **Robert E. Dietz** was made chairman of the board and his son, **Gerry**, was advanced to the presidency after 13 years of service in various capacities in the Dietz organization.

★ ★ ★

New general sales manager of **Hotpoint, Inc.**, Chicago, Ill., electric appliance manufacturers, is **Edward R. Taylor**. **John F. McDaniel**, former assistant sales manager, has succeeded Taylor as Hotpoint sales manager. Vice-President **Fred J. Walters** has been named defense coordinator for Hotpoint by President **James J. Nance**. In that capacity he will serve as chairman of the company's Defense Contract Committee.

★ ★ ★

**Robert B. Magner**, who helped the Kellogg Corporation to design and construct the atomic facilities at Oak Ridge, Tenn., is the new administrative assistant to **C. W. Smith**, director of the Quality

House Division of the **Southwest Research Institute** at San Antonio, Tex. A five-fold increase in its nation-wide work of assisting merchant builders to provide top-quality homes at moderate prices has been noted by the division. It is supported by **Revere Copper and Brass, Inc.**, and the **Crane Company**.

★ ★ ★

**Frederick K. Sweeney** is the new sales manager of the Mobile district of the **Ruberoid Company**. With Ruberoid since 1938 and recently as assistant sales manager of the Western division with Chicago headquarters, Sweeney succeeds **Walter C. Byrd** in the Mobile position.

★ ★ ★

**L. Rohe Walter** has been appointed director of client relations for **Sweet's Catalog Service**, of the **F. W. Dodge Corporation**. Previously, Walter directed advertising and public relations for the Flintkote Company. He is editor-in-chief of the **McGraw-Hill Library of Business Management**.

★ ★ ★

Two field representatives have been added to the field promotion staff of the **Douglas Fir Plywood Association** to improve market-level service to plywood users and specifiers. They are **Richard E. Anderson**, with headquarters in Dallas, Tex., and **Stuart Williamson**, in San Francisco, Calif.

### Awards for Built-In Plywood Conveniences

To stimulate the design and construction of plywood built-in conveniences in homes, the **Douglas Fir Plywood Association** is offering \$8,000 in special prizes in connection with the over-all house design competition being sponsored by the National Association of Home Builders, *Architectural Forum*, and others.

Special features, such as storage partitions, cabinets, and bars, in the home plans submitted, will be considered for the special awards.

The over-all competition program, containing complete data on the contest and rules, is available from **Carl G. Lans**, c/o *Architectural Forum*, 9 Rockefeller Plaza, New York 20, N. Y.



## Building Industry Unites on Defense Program

TO MAKE SURE that the national-defense crisis is met with a maximum preservation of individual initiative and business freedom, the heads of the six major associations in the construction industry got together with representative building material producers in New York City recently to agree on a common program and a united front for the industry in a national emergency.

After a 12-hour discussion, sponsored by Architectural Forum, the magazine of *Building*, the group came out with nine recommendations that generally called for credit controls, higher taxes, and a free-price mechanism during the opening phase of the rearmament program.

The recommendations, which are reproduced below from the September 30 extra (and first special) edition of *Building*, were signed by the heads of all six participating associations—the American Institute of Architects, the National Association of Home Builders, the Associated General Contractors, the Mortgage Bankers Association of America, the Producers Council, and the National Retail Lumber Dealers Association.

Representing the NRLDA at the conference were Executive Vice-President H. R. Northup and Past-President Norman P. Mason, who now serves as chairman of the U. S. Chamber of Commerce's Construction and Civic Development Committee.

The industry's nine recommendations as of September 20:

"The problems of a long and indefinite period of heavy rearmament to prevent World War III are unique in our national history and in some ways more difficult than those we would face in an all-out war.

"In this period the requirements of the armed services must be fully met, but many of the necessarily wasteful practices which should be used in all-out war might do more harm than good over long years of no-war-but-no-peace. National policy, both civilian and military, must be devised to meet the specific problems of the day—to maintain a strong economic and industrial base for rearmament and to sustain high civilian morale and willingness to continue necessary sacrifices in the event of any apparent lessening in the danger of Communist aggression (like the end of the Korean war).

"To meet these specific problems these are our unanimous recom-

mendations to the industry and to the Government:

"1. The Communist objective, short of all-out war, is to weaken the U. S. economy and its unrivaled productive capacity, which is perhaps the greatest of all America's military assets. Therefore, we believe it of the utmost importance so to plan our rearmament that our economy and our productive capacity will be strengthened rather than weakened in the process.

"2. The greatest internal danger to our economy and to our rearmament is inflation undermining confidence in the dollar and the future purchasing power of Government bonds and other savings. Inflation cannot be successfully met by imposing controls on the rising prices which are its symptoms. It must be attacked at its source by insisting on sound financial policies by the Federal Government itself. This means higher taxes and the control of credit. More important, it means stopping all unnecessary government spending.

"3. As far as possible, the requirements of rearmament should be

met by increased production (additions to the general economy) rather than diversion (subtraction from the civilian economy). We disagree with those who hold that our 1950 economy—already running in high gear—is less capable of great and rapid expansion than the part-idle economy of 1940, and we recall that in 1940 we were told that ours was a mature economy no longer capable of rapid growth. The marvelous expansion of the past decade has confounded those earlier prophets of gloom. And while we recognize the importance of certain bottlenecks—like steel production—we believe American industry is now so dynamic and so flexible that it can achieve the necessary further expansion and readjustment perhaps even more rapidly than the more stagnant economy of 1940.

"4. Direct controls of the civilian economy—wage and price ceilings, Government allocations and priorities, etc., for non-military use—are at best a necessary evil. In all-out war, many such controls are probably unavoidable; they may prove necessary even in the later stages of peace-time rearmament. But for the present we



### MIAMI STRUCTURE HAS UNIQUE WALL DESIGN

Outstanding features of new office building in Miami, Fla., are the cantilevered floors and the pre-cast concrete walls. The walls are of uniform, pre-cast concrete panels eight feet wide and full story height, with one large window horizontally centered in each. Made four inches thick of pumice concrete with a white cement and quartz-aggregate facing, the panels are light for the cantilever floor. They are inserted so the more outer pressure is applied, the tighter the joint, which is closed from the back by snapping spring aluminum stripes into dovetail joints. The permanent finish requires no painting or other continuous care. This Five-Fifty Building is a cooperative project of 11 physicians, one architect, one medical laboratory, and three law firms. The architects, Robert Law Weed and Associates, obtained special permit for this type of construction from the City of Miami.



believe the use of direct controls will do more harm than good to our military effort. In fact, we believe the danger of over-controls and unwisely administered controls is one of the greatest threats to the speed of our rearmament and the vitality of our economy.

"5. We believe the use of credit controls to reduce demand is far better, more effective, and more flexible than the use of direct controls to allocate the supply. We believe this so firmly that we urge our industry to support the Government's apparent intention to use credit controls to reduce housing starts to somewhere between 900,000 and 1,000,000 next year, even though this may mean curtailing housing more sharply than any other segment of the economy.

"6. While we approve the use of credit controls to cut home building back from the present level around 1,400,000 units to around 1,000,000 we consider it quite possible that the restrictions already imposed may reduce housing starts to a far lower figure—perhaps as low as 600,000. The effect of these controls should be watched closely, and should any such drastic cut appear likely some of the restrictions should be relaxed, for we believe that the high level of home building has been the cornerstone of our national prosperity since World War II and that, until rearmament can absorb a far larger share of American production, any cut in home building far below the 1,000,000 level would cause serious unemployment and other harmful dislocations of the economy.

"7. Until military demand reaches far larger proportions than are now in prospect, we believe the price mechanism should be allowed to function. Specifically, we recommend that until military demand for steel becomes far greater than the contemplated 6,000,000 product tons, the price of steel (for which our industry is among the biggest customers) should be allowed to rise naturally, thereby obviating gray markets and letting the higher price reduce demand by eliminating marginal consumption and encouraging more economical use. These natural selective price increases to keep supply and demand for rearmament must not be confused with the very dangerous general increase in prices caused by inflation.

"8. When civilian use of materials must be reduced, management should be given full opportunity to use its ingenuity to accomplish more with less, and Government—federal, state and local—should cooperate by easing nonessential restrictions, including specifically some of the more wasteful and obsolete code requirements.

"9. To avoid confusion in the event that a still greater rearmament program should prove necessary, the Government should work out long in advance a program for such further controls as might then be necessary and desirable. This should be done in consultation with the men in the building industry best qualified to understand what the effect of the various suggested controls would be."



### CITED FOR EMPLOYMENT OF HANDICAPPED

In appreciation of its outstanding record in employing disabled war veterans this year, Reed Unit Fans, Inc., of New Orleans, last month was awarded the American Legion's "certificate of appreciation" by the Louisiana Department of the American Legion. Gathered for the presentation in the first row of the above picture are officials of the honored firm and the American Legion. From left, they are Gardner Reed, secretary-treasurer and plant superintendent of the firm; Lyman C. Reed, its president; F. X. Armstrong, American Legion employment chairman; Lawrence J. Centola, the Legion's first district commander, and C. Esby Reed, vice-president of the firm. President Reed said that one-fifth of the Reed Unit Fans, Inc., employees are physically handicapped, and that all had excellent records of production, attendance, and safety.

### Cuts Steel Required

Perlite aggregates are being used by many builders now to cut down on the amount of steel needed for construction. Some are reporting savings of 80 per cent in dead load of a building. The greatest proportion of this load-saving is made in structural steel.

According to a spokesman for the Great Lakes Carbon Corporation, perlite plaster affords a dead weight saving of 200 pounds per lineal foot, or about 10 per cent of the carrying capacity of an 18-inch beam on a 25-foot span.

Perlite concrete is also being used as a floor fill and roof deck to cut the amount of structural steel required.

### NHLA Elects Alabaman

Lee Robinson, head of the Mobile River Saw Mill Company in Mt. Vernon, Ala., was elected president of the National Hardwood Lumber Association at the conclusion of the group's recent convention. He succeeds Frank W. Hutcheson, of Huntsville, Ontario, Canada.

Hames C. Walsh, Chicago, Ill., was elected first vice-president; Harry D. Gaines, St. Louis, Mo., second vice-president, and T. M.

Millett, Louisville, Ky., third vice-president.

The National Hardwood Lumber Association formally adopted the Milpak grade for making inferior lumber into a more salable product at the annual NHLA convention in Cincinnati, Ohio, September 27.

Acceptance of the Milpak grade culminates an important part of the research program conducted by the Timber Engineering Company for the hardwood research committee of the National Lumber Manufacturers Association.

### Air-Conditioning To Be Aired in January

The physiological aspects of air-conditioning will hold a prominent spot at the 57th annual meeting of the American Society of Heating and Ventilating Engineers, scheduled in Philadelphia for January 22-25, 1951.

Other topics for the five technical sessions will include smoke measurement, solar radiation, air flow and its measurement, and heat-pump performance.

In connection with the ASHVE meeting, the 10th International Heating and Ventilating Exposition, also known as the Air Conditioning Exposition, will be held.

# CONTROLS *that* may affect Your Business

## HOUSING CREDIT

Drastic federal restrictions on residential real-estate construction credit were placed in effect on October 12 on non-government-aided private credit, government-aided loans, and direct government veteran and farm loans on one and two-family houses.

Credit restrictions on housing loans not insured, guaranteed, or extended by federal agencies are covered under **Regulation X**. It was issued by the Federal Reserve Board with the concurrence of the administrator of the Housing and Home Finance Agency. Companion restrictions were announced by HHFA for government-aided housing credit.

The new regulations require down-payments ranging from 10 per cent in the \$5,000-or-less price range and 50 per cent at \$25,000-and-over. A preference for war veterans amounts to 10 per cent in most cases. The schedule of minimum down-payments on housing for both classes is tabulated below.

According to a joint statement by FRB and HHFA officials, "the regulations are geared to the marketing of housing production of not more than 800,000 to 850,000 new housing units next year. They are designed to help reduce the currently high inflationary pressures by restricting the flow of funds into the mortgage market and through the reduction of new home construction next year, to assure that materials and labor required for the defense program will be available when needed. The situation will be kept under close review to determine whether defense or inflationary developments require later modifications."

The regulations limit all real-estate construction loans to a term of 20 years, except those made on properties valued at \$7,000 or less under a contract which calls for complete amortization in 25 years by equal periodic payments to principal or to principal and interest.

In complying with the new credit rules, the Federal Housing Administration has abandoned the

cost freeze of July 19 and hereafter will base valuations on current replacement cost. The FHA now will issue commitments for insurance of mortgages in a principal amount not to exceed the lesser of:

A. Maximum insurable mortgage based on current replacement cost and computed under the provisions of **Regulation X**.

B. Loan in the principal amount (multiples of \$50) computed in accordance with the formula set out in Regulation X.

## RESIDENTIAL REPAIRS

**Amendment No. 1 to Regulation W** by the Federal Reserve Board on October 16 did not change the maximum maturity of 30 months on home improvement credit nor the minimum down-payment of 10 per cent.

But this new amendment did reduce the maximum maturity on installment credit from 21 to 15 months for automobiles, and from 18 to 15 months for appliances and furniture.

Furthermore, the amendment increased the minimum down-payments on appliances from 15 to 25 per cent, and on furniture from 10 to 15 per cent.

An official interpretation by the Federal Reserve Board clarifying Regulation W's Group D coverage of residential repairs, alterations, and improvements, exempts construction of a detached garage on a lot already occupied by a house. But repairs or alterations to such a detached garage, already constructed, are subject to the credit terms.

The FRB also declares that portable window fans and space heaters are not covered by Group D rules, but other, permanent cooling and heating equipment is covered.

## CONSTRUCTION CURB

**Order M-4** of the National Production Authority on October 27 banned construction of new buildings for amusement, recreational, or entertainment purposes that cost more than \$5,000 for materials, labor, and services (other than earth moving) in any 12-month period.

The 44 types of such construction prohibited include amusement parks, assembly halls used primarily for recreation or amusement, band stands, race tracks, stadiums, and theaters of all kinds, including drive-ins.

This **NPA Order M4** does not ban such new construction for which the cost does not exceed \$5,000.

Furthermore, this order specifically exempts maintenance and repairs on such structures; restoration of any such building or structure following a disaster, Act of God, or act of war; and construction by or for the account of the Department of Defense of the Atomic Energy Commission.

## SCHEDULE OF DOWN-PAYMENTS FOR HOMES

Value (Transaction price)	Non-veteran (FHA and conventional)			Veteran (GI Loans)			Differential in Downpayment Percentage
	Minimum Percent	Downpayment Amount	Loan Amount	Minimum Percent	Downpayment Amount	Loan Amount	
\$ 5,000	10.0	\$ 500	\$ 4,500	5.0	\$ 250	\$ 4,750	5.0
6,000	14.2	850	5,150	4.2	250	5,750	10.0
7,000	17.1	1,200	5,800	7.1	500	6,500	10.0
8,000	19.4	1,550	6,450	9.4	750	7,250	10.0
9,000	21.1	1,900	7,100	11.1	1,000	8,000	10.0
10,000	23.0	2,300	7,700	13.0	1,300	8,700	10.0
11,000	24.5	2,700	8,300	14.5	1,600	9,400	10.0
12,000	25.8	3,100	8,900	15.8	1,900	10,100	10.0
13,000	26.9	3,500	9,500	18.8	2,450	10,550	8.1
14,000	27.9	3,900	10,100	21.4	3,000	11,000	6.5
15,000	28.7	4,300	10,700	23.7	3,550	11,450	5.0
16,000	31.9	5,100	10,900	26.9	4,300	11,700	5.0
17,000	34.7	5,900	11,100	29.7	5,050	11,950	5.0
18,000	37.2	6,700	11,300	32.2	5,800	12,200	5.0
19,000	39.5	7,500	11,500	34.5	6,550	12,450	5.0
20,000	41.5	8,300	11,700	36.5	7,300	12,700	5.0
21,000	43.8	9,200	11,800	38.8	8,150	12,850	5.0
22,000	45.9	10,100	11,900	40.9	9,000	13,000	5.0
23,000	47.8	11,000	12,000	42.8	9,850	13,150	5.0
24,000	49.6	11,900	12,100	44.6	10,700	13,300	5.0
24,250	50.0	12,125	12,125	45.0	10,912.50	13,337.50	5.0
over 24,250	50.0	-----	-----	45.0	-----	-----	5.0

**When The Customer Says:**



**Cracked Ceiling!**

**Your Best Answer Is:**

**UPSON  
KUIVER-KRAK  
PANELS**



*Sell them with confidence because you will be recommending:*

- the material that has been time-tested on thousands of ceilings.
- the material that makes the most beautiful of all ceilings.
- the material that produces true home-style ceilings.
- the material that produces crackproof trouble-free ceilings.
- the material that produces long lasting ceilings.
- the material you can apply without visible face nailing with Upson Floating Fasteners.
- the material that is widely advertised for re-covering cracked ceilings.
- the material which has the greatest sales appeal.

No material—not one—equals Upson Kuver-Krak Panels for re-covering cracked ceilings. For they are scientifically processed to an exclusive formula! Laminated! A full 5 plys thick! Pebbled surface pre-sized! They build profitable business through the years. For Instruction Sheets, see your lumber dealer or mail the coupon.



**UPSON**

**KUIVER-KRAK  
PANELS**

*Easily identified by  
the famous BLUE  
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Only Upson Panels can be applied with this unique Upson Floating Fastener. It anchors panels securely from the back. Eliminates visible face nailing. Designed to compensate for normal structural movement.

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- ☐ Send me Instruction Sheets for application of Kuver-Krak Panels.
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# ASSOCIATION ACTIVITIES

## "Belt Tightening" Keynote of NRLDA Conclave As Clyde Fulton Replaces Sweet at Helm

### STAIR IS TREASURER; DATA BOOK APPROVED

By **BARON CREAGER**  
S'B'S Southwestern Editor

MEETING IN HOUSTON, Texas, while new credit restrictions certain to cut residential housing starts were announced, the board of directors of the National Retail Lumber Dealers Association took a philosophical view of new restrictions—as indicated by principal industry speakers—but gave attention to counsel that they tighten their economic belts against what may lie ahead. The dates were Sunday through Thursday, October 8 to 12.

Directors heard—

1. Their president warn that they and other lumber dealers of the nation must conduct their business so that the need for controls is held to the minimum.

2. Their executive vice-president declare there is "too much viewing with alarm" and that many stringent controls are ready, but on the shelf.

3. Their immediate past-president express the belief "we will have to work hard to sell 800,000 residential units if we have the restrictions indicated."

Through it all ran an undertone of apprehension for a healthy future of the free enterprise system. This apprehension was justified, with reservations, by the single non-industry speaker on the program, Harrison Wood, the radio commentator and columnist.

After four days of group, committee, district, and full board meetings, and a reasonable amount of fun and entertainment for relief, the board elevated Vice-President Clyde A. Fulton to the presidency. His firm is the Colburn-Fulton Lumber Company, of

Charlotte, Mich., and he succeeds C. B. Sweet, of the Long-Bell Lumber Company, Longview, Wash.

For a new vice-president the board reached into the executive committee and selected C. W. Gamble, Boise-Payette Lumber Company, of Boise, Idaho. The new treasurer is Fred R. Stair, Farragut Lumber Company, Knoxville, Tenn. His predecessor was W. Albie Barksdale, Charlottesville Lumber Company, Charlottesville, Virginia.

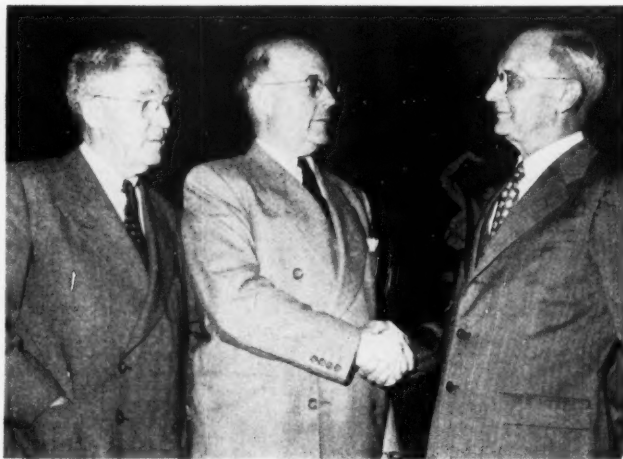
H. R. Northup continues as executive vice-president, as does Edward H. Libbey in the post of secretary.

Near the close of the concluding session, Past-President Mason asked permission to have the floor

and took position beside President Sweet. He spoke with praise for the character of the presiding officer and his years of administration. Then, on behalf of the association, Mason presented Sweet with a wrist watch, the face of which was studded with diamonds.

In acknowledging this gesture of esteem, Sweet's voice broke and he was so overcome with emotion that Mason expressed regret for having "put you on this spot. "But," he added, "this was really the place to make this presentation."

On the first day of the convention, managing officers of the Federated Associations applied steam-roller tactics to smother protests of Orrie Hamilton, chairman, and Jack Pomeroy, secretary, and re-elect both. Hamilton is



Clyde A. Fulton, new president of the National Retail Lumber Dealers Association, center in picture above, congratulates Fred R. Stair on his election as treasurer. At left is the new NRLDA vice-president, C. W. Gamble, Boise-Payette Lumber Company, Boise, Idaho. Official of the Colburn-Fulton Lumber Company in Charlotte, Mich., Fulton succeeded C. B. Sweet, of Longview, Wash., as president of the national organization of building material merchants. Stair, owner of the Farragut Lumber Company in Knoxville, Tenn., succeeded Albie Barksdale, of Charlottesville, Va., as NRLDA treasurer.



# **PLYSHEET**

CHECK THESE



*Douglas Fir Plywood*  
*GPX Plastic-faced Plywood*  
*GP Crownply Decorative*  
*Hardwood Plywood*  
*GP Plysheet Utility Plywood*  
*Giant-sized Scarfed Panels*  
*Fir and Hardwood Doors*  
*Cypress and Redwood Lumber*  
*Western Fir and Pine Lumber*  
*Southern Pine Lumber*  
*Western and Southern Mouldings*  
*Southern and Appalachian Hardwoods*  
*Residential and Factory Flooring*  
*Treated Lumber and Timbers*

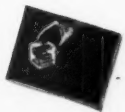
## **5 "BETTER BUILDING" REASONS WHY IT'S EASIER TO SELL**

### **GEORGIA—PACIFIC'S G-P PLYSHEET**

Now, for all sheathing, roof-decking, subflooring, and general utility work, you'll find sales easier . . . profits higher . . . when you tell customers you can supply G-P PLYSHEET with these 5 new *better-building* features:

- 1. WARP-RESISTANCE**—new Georgia-Pacific manufacturing process virtually stops warpage before it starts . . . G-P special gluing in hot plate presses assures you workable, dependable DRYNESS.
- 2. EASY NAILING**—nail G-P Plysheet any place . . . fast and easy. It's tough . . . takes nails in very edge without splitting.
- 3. SAVES TIME—CUTS COSTS**—large 4' x 8' sheet cuts wastage, makes possible faster assemblies, reduced labor costs.
- 4. EXTRA STRENGTH**—Plysheet combines all the durability and strength of hardwood lumber PLUS the extra strength characteristics of plywood.
- 5. FAST DELIVERY**—Plysheet can be shipped in straight carloads of approximately 40,000 square feet . . . or delivered out of our warehouse stocks.

*Call or wire your nearest Georgia-Pacific office or wholesale warehouse for more information and prices!*



Send for this 20-page booklet, "A New Dimension," which describes Georgia-Pacific's time-saving, cost-saving services. Write Georgia-Pacific Plywood & Lumber Co., 1213 Southern Finance Bldg., Augusta, Ga.



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**PLYWOOD & LUMBER CO.**

**Home Office:** 1213 Southern Finance Bldg., Augusta, Ga.  
**OFFICES:** AUGUSTA • CHICAGO • NEWARK • OLYMPIA • PORTLAND  
**WHOLESALE DISTRIBUTION WAREHOUSES:** BOSTON • CHICAGO • COLUMBIA  
 PHILADELPHIA • NEWARK • RALEIGH • RICHMOND • SAVANNAH



executive vice-president and secretary-manager of the Southern California Retail Lumber Association. Pomeroy holds the same post with the Lumber Merchants Association of Northern California.

Similarly, the executive committee of the Lumber Dealers Research Council overrode objections of C. A. Thompson, chairman, and more especially those of Norman P. Mason, trustee, and re-elected both. One new member was added to the executive committee. He is Arthur Lampland, St. Paul, Minn., who takes the place vacated by O. J. Allerton, Rochester, Minn.

In his annual address, President Sweet said that after traveling throughout the country and talking with hundreds of people in the two years of his administration, he is convinced that the industry has immense potentialities as a force for good, through 26,000 dealers working together through 33 strong organizations.

In reviewing his administration he found satisfactory progress in a number of directions, but also perceived more serious work to be done.

"Another matter to which the nation should give continuing attention, in my personal opinion, is the whole-hearted support of private enterprise," he pointed out. "You know as well as I that strong forces are at work undermining public confidence in private business. We cannot afford to sit back

and hope that others will protect our future for us. Now that we again have been forced, by unavoidable circumstances, into an emergency economy and all the controls it will involve, we must face the fact that we may never get out from under government control unless we do two things.

"First, we must so conduct our individual businesses and our industry that the need or excuse for controls is held to a minimum.

"Second, we must keep constantly telling the public why the private enterprise system is the one and only system for this country.

"We apparently are committed to maintaining a large defense force and to supporting a costly defense program for a long time to come. I know no more than you do about what lies ahead of us in the way of foreign aggression and harassment. Some believe that Russia is trying to liquidate our democracy by making us spend ourselves into bankruptcy. That very well could happen unless all of us, and those who run our government, exercise the utmost intelligence and foresight.

"We have a responsibility as businessmen, to encourage everyone to vote in the November election. We can't tell our employees whom to vote for, but we can urge them to vote. The very fact that only about half of the eligible voters take the trouble to go to the polls is one of the sources of our

country's difficulties. I urge every member of the national, regardless of his political faith, to cast his ballot and vote for the candidate who is best qualified to keep this country strong and free and solvent."

The association's executive vice-president, H. R. (Cotton) Northup, specified two important jobs as facing the nation—jobs that require the production of both guns and butter. But if there is World War III, he added, it will not be a question of guns "and" butter, but guns "or" butter.

"We must have a strong civilian economy to perform the rearmament job," he continued, "and the situation involves the question of a free or regimented economy.

"Nevertheless, there is too much viewing with alarm, especially on the radio and in the newspapers. And it is amazing to me to see the businessmen who come to Washington and actually ask for controls that might be of benefit to them for a period of six months.

"Washington is undoubtedly planning a series of industrial mobilization orders for an all-out emergency, and this should be done. But the reason there is too much viewing with alarm is that people come to Washington and hear of these orders being written, or even see the orders, and they in turn report the fact. Actually, most of these orders are on the shelf until they are needed."

Subtle humor was injected by

Continuing as chairman and secretary of the Managing Officers of Federated Associations for another year are Orrie Hamilton, left, and Jack Pomeroy. They were re-elected at the Houston NRLDA meeting. Hamilton is executive vice-president of the Southern California Retail Lumber Dealer Association, while Pomeroy holds the same position with the Lumber Merchants Association of Northern California.



The chairman and trustee of the Lumber Dealers Research Council, both of whom were re-elected at the NRLDA conclave in Houston, Tex., last month, are seen above with an exhibit of the Small Homes Council of the University of Illinois. Playing up steps to low-cost house construction, the exhibit attracted the attention of many of the 500 dealers and their wives who attended the NRLDA meeting.

# Turn Prospects into Profits

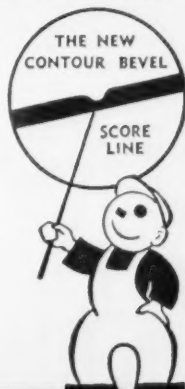


## with The New **CONTOUR BEVEL** Score Line

With TYLAC'S newest and outstanding feature—the Contour Bevel Score Line—the sales of Miracle Walls by TYLAC have stepped up—yes, stepped up materially, all over the country. And, no wonder. Its increased beauty, its utility, its permanence and its economy, are rapidly turning dealers' prospects into Profits. Jobbers and dealers everywhere report an astounding increase in quick and favorable consumer acceptance. Customers see it—examine it—and buy it. And you profit most by these increased sales.

If you are not yet handling these beautiful Miracle Walls by TYLAC, with the new Contour Bevel Score Lines—decide Now, to profit with this peer of all pre-fabricated wall boards. They come in a wide variety of 18 entrancing colors and 4 most appealing patterns. Stock Miracle Walls by TYLAC today—and Turn Your Prospects into Profits. Yes, quick Profits.

Write us today for our liberal Sales and Merchandising plan—our many advertising and sales helps—our prices and discounts.



# TYLAC COMPANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

Norman Mason, immediate past-president, into his address, "Construction and Construction Materials Outlook." He evoked repeated chuckles from his audience, only to sober them just as spontaneously with cold facts. He introduced himself as an economist, saying he had acquired the new status in gathering material for his address.

"What I am going to tell you," he began, "is based on the assumption that we will not have all-out war. If we do, just forget what I am saying.

"We have to control inflation and we have to have a strong economy. And let me tell you that our economy is not static; it can grow stronger, as it has been growing stronger, in spite of declarations we had reached our limit. And economy housing has been the Number One support.

"We all realize, of course, that we will build fewer houses next year, and although the other experts are all getting cautious about making predictions, there is nothing risky about that prediction. In fact, there has already been a substantial drop in housing starts since the FHA fixed July 1 as appraisal date.

"Another contributing factor is that our actual needs are now less and, of course, credit controls will cut it some more. Retail business will be hard to get, but by next spring you will be able to get the items now in short supply.

"There are other fields of construction we should not overlook. This year a lot of churches, schools, and hospitals were built. More churches were built this year than ever before, and if church construction dropped 15 per cent it would still be a good year. Don't forget the farm buildings, modernization and repair of residences, and Federal Government construction. Indications are that these will be the same as last year.

"Even if we have an over-all drop in construction of 10 to 20 per cent we will have a bigger year in 1951 than we had in 1949." Mason kept repeating throughout his address that there definitely is no shortage of lumber.

A capacity audience had assembled for the last speaker on the open session program, Harrison Wood, who challenged his audience to stop being afraid of the wrong thing, namely, Russia.

(See NRLDA MEET page 89)

## **NRLDA'S Constructive U. S. Program**

At the recent annual meeting of the National Retail Lumber Dealers Association in Houston, Tex., Executive Vice-President H. R. Northrup presented the following nine-point program for constructive national action in the present defense emergency.

"The problems of a long and indefinite period of heavy rearmament to prevent World War III, are unique in our national history and in some ways more difficult than those we would face in an all-out war.

"In this period the requirements of the armed services must be fully met, but many of the necessarily wasteful practices which should be used in all-out war might do more harm than good over long years of no-war-but-no-peace. National policy, both civilian and military, must be devised to meet the specific problems of the day—to maintain a strong economic and industrial base for rearmament and to sustain high civilian morale and willingness to continue necessary sacrifices in the event of any apparent lessening in the danger of Communist aggression (like the end of the Korean war).

"To meet these specific problems, these are our unanimous recommendations to the industry and to the federal government:

"1. The Communist objective, short of all-out war, is to weaken the United States economy and its unrivaled productive capacity, which is perhaps the greatest of all America's military assets. Therefore, we believe it of the utmost importance so to plan our rearmament that our economy and our productive capacity will be strengthened rather than weakened in the process.

"2. The greatest internal danger to our economy and to our rearmament is inflation undermining confidence in the dollar and the future purchasing power of U. S. government bonds and other savings. Inflation can not be successfully met by imposing controls on the rising prices which are its symptoms. It must be attacked at its source by insisting on sound financial policies by the federal government itself. This means higher taxes and the control of credit. More important, it means stopping all unnecessary government spending.

"3. As far as possible, the requirements of rearmament should be met by increased production (additions to the general economy) rather than diversion (subtraction from the civilian economy). We disagree with those who hold that our 1950 economy—already running in high gear—is less capable of great and rapid expansion than the part-idle economy of 1940, and we recall that in 1940 we were told that ours was a mature economy no longer capable of rapid growth.

"The marvelous expansion of the past decade has confounded those earlier prophets of gloom. And while we recognize the importance of certain bottlenecks—like steel production—we believe American industry is now so dynamic and so flexible that it can achieve the necessary further expansion and readjustment perhaps even more rapidly than the more stagnant economy of 1940.

"4. Direct controls of the civilian economy—wage and price ceilings, Government allocations and priorities, etc., for non-military use—are at best a necessary evil. In all-out war, many such controls are probably unavoidable; they may prove necessary even in the later stages of peace-time rearmament. But for the present we believe the use of direct controls will do more harm than good to our military effort. In fact, we believe the danger of over-controls and unwisely administered controls is one of the greatest threats to the speed of our rearmament and the vitality of our economy.

"5. We believe the use of credit controls to reduce demand is far better, more effective, and more flexible than the use of direct controls to allocate the supply. We believe this so firmly that we urge our industry to support the government's apparent intention to use credit controls to reduce housing starts to somewhere between 900,000 and 1,000,000 next year, even though this may mean curtailing housing more sharply than any other segment of the economy.

"6. While we approve the use

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**Perforated Tape  
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**H**ERE'S a silent salesman that's hotter than a \$2 pistol! This new Gold Bond display sits on your counter and shows your customers at a glance how to build stronger, smoother wallboard walls with Gold Bond's Perforated Tape Joint System. Sample board (above, lower left) shows how wallboard walls are *actually stronger at the joint* when sealed with Gold Bond Tape System. Bottom section of same sample shows how Gold Bond Taped

Joints take any decoration—paint, texture or wallpaper. At right is the new attractive package of Tape Joint materials including *free plastic putty knife* for applying Tape Joint Cement.

Give this display a prominent spot in your store. It'll catch your customers' eyes. And a follow-up from you will close many profitable sales. If your display hasn't arrived yet, contact your local Gold Bond representative.

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*Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing,  
Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.*



of credit controls to cut homebuilding back from the present level around 1,400,000 units to around 1,000,000 we consider it quite possible that the restrictions already imposed may reduce housing starts to a far lower figure—perhaps as low as 600,000. The effect of these controls should be watched closely, and should any such drastic cut appear likely some restrictions should be relaxed.

"We believe that the high level of homebuilding has been the cornerstone of our national prosperity since World War II and that, until rearmament can absorb a far larger share of American production, any cut in homebuilding far below the 1,000,000 level would cause serious unemployment and other harmful dislocations of the economy.

"7. Until military demand reaches far larger proportions than are now in prospect, we believe the price mechanism should be allowed to function. Specifically, we recommend that until military demand for steel becomes far greater than the contemplated 6,000,000 product tons, the price of steel (for which our industry is among the biggest customers) should be allowed to rise naturally, thereby obviating gray markets and letting the higher price reduce demand by eliminating marginal consumption and encouraging more economical use.

"These natural selective price increases to keep supply and demand in balance on products in heaviest demand for rearmament must not be confused with the very dangerous general increase in prices caused by inflation.

"8. When civilian use of materials must be reduced, management should be given full opportunity to use its ingenuity to accomplish more with less, and government—federal, state and local—should cooperate by easing non-essential restrictions, including specifically some of the more wasteful and obsolete code requirements.

"9. To avoid confusion in the event that a still greater rearmament program should prove necessary, the government should work out long in advance a program for such further controls as might then be necessary and desirable. This should be done in consultation with the men in the building industry best qualified to understand what the effect of the various suggested controls would be."

## Rural Building Market Stressed at Convention of Oklahoma Dealers

ONLY FOUR year old, the Oklahoma Lumbermen's Association held its record-breaking fourth annual convention in Oklahoma City October 17-18. When the two-day meeting closed, more than 1,900 lumbermen from every section of Oklahoma had streamed into the huge Municipal Auditorium.

The Zebra Room, exhibit hall in the basement, was completely filled with 141 different exhibits. Many experienced observers agreed that the displays were the finest they have ever seen at a lumber convention. The Oklahoma show is the first of the 1951 season, so many displays were put up for the first time by national and large regional manufacturers and distributors.

Business-wise, the theme of the 1950 convention centered around the lumberman's opportunity to serve Oklahoma's vast rural population.

For the first time since this association was organized, no speakers were imported—all principal speakers were Oklahomans.

Featured speaker at the opening

session was Dewey H. Neal, business manager of the *Oklahoma Farmer-Stockman*, a widely-circulated farm journal. Neal has watched the rural picture in Oklahoma for more than 25 years, and he took as his theme, "Young McDonald Has The Farm."

"Oklahoma farming is enjoying a new day," he said. "An old age has passed. With it has gone the ancient untruth that 'anything is good enough for the farmer'. There are new acts and new actors on the Oklahoma farm scene. Today's generation of farmers have combed all the straw out of their hair. They think modern, and act modern, and live modern.

"Farmers have come into a mechanized, electrified age. Their living has come alive. Their homes and their surroundings are fast taking on the new look. Forty per cent of Oklahoma farms have built houses or done some remodeling during 1950. This represents 65,600 projects. Twenty-three per cent have done, or will do, some building or repairs on structures other than homes. This represents 37,900 farms.

"Thus, 63 per cent of Oklahoma farms have done, or will do, some building during 1950. Total money invested on these 103,500 farms will amount to more than \$51,000,000. Lumber dealers, along with others, are taking notice now that 'Young McDonald Has The Farm,' " he said.

Neal pointed out that Oklahoma farmers have increased their cash income 45 per cent in four years. Farmers have bulging totals on deposit. As of June 30, 1950, 185 state banks reported deposits of \$225,596,471.

"That is largely idle money earmarked for buildings and improvements and home appliances," he continued.

To emphasize his point, Neal used illustrations of various types of farm buildings now being constructed in Oklahoma. He said in the case of the Grade A Dairy Barn, the price difference between Grade A and ungraded milk from only four cows will pay off a loan of \$4,000 at 5 per cent interest in 20 years.

To stimulate the lumber dealers to more actively solicit business

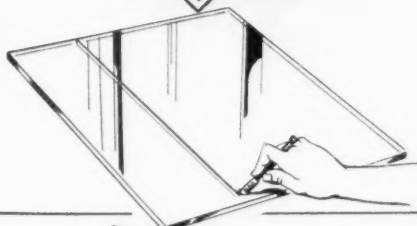


Principal speaker at the closing session of the record-breaking convention of the Oklahoma Lumbermen's Association in Oklahoma City on October 18 was Oscar Monrad, vice-president of the local First National Bank and Trust Company. In above photo, he is seen displaying figures on the buying power that represents the lumbermen's potential market.





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Dealers themselves are the ones who say L-O-F Window Glass is *quality* glass and easier to cut. When you start with these two advantages, all that remains between you and increased window glass profits is the merchandising.

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**FREE** for your asking!  
Your L-O-F Glass Distributor has earmarked for you a copy of this NEW 16-page booklet that points the way to better merchandising and greater window glass profits. Ask him for it, or write us direct if you prefer.



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*a Great Name in* **GLASS**

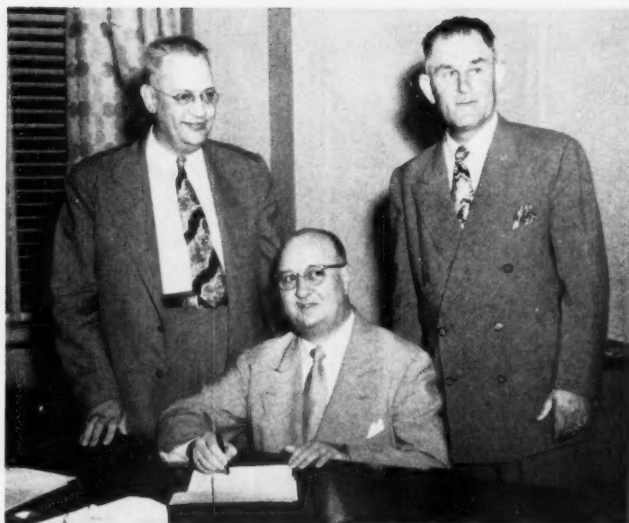
from their rural customers, Neal cited figures on many farm products in the state. Oklahoma has a yearly poultry business totaling \$58,000,000; it produces 105,000 sheep valued at \$2,322,000; the swine industry brings in \$50,121,000. He emphasized the great sums of money available to farmers to build corrals, implement sheds, grain bins, and garages.

One of the most startling facts Neal disclosed dealt with rural electrification in Oklahoma. With a total of 164,790 farms in the state, only 69,000 had electricity in 1946. By June, 1950, this figure had reached 117,600!

Oscar Monrad, vice-president of the First National Bank and Trust Company of Oklahoma City, the state's largest banking institution, spoke at the closing OLA business session. "Oklahomans seem pretty confident of their future," he said.

"In 1949 the average wage-earner spent 94 per cent of his income. The people are not afraid to use their money to supply their wants. They are sure they have a good future.

"Oklahoma is a land of opportunity. It is in the center of the Magic Circle, which has been defined by Roger Babson as the 400-



New officers of the Oklahoma Lumbermen's Association are seen above. Seated is the new president, Paul Leonhardt, of Oklahoma City. Standing are Alfred L. Leonhardt, of Oklahoma City, left, association treasurer, and Sy Akard, of Enid, right, new vice-president. Continuing as secretary-manager of the dealer association is W. M. (Bill) Morgan, who has served the organization in that capacity since its inception in 1947. He is seen, below, beaming on the new Dodge sedan that was given to him by the Oklahoma lumber dealers at their recent convention. Entirely independent of official action, they "passed the hat" as a token of appreciation for his services in their behalf. W. K. Denison, Oklahoma City dealer, presents Morgan with the Dodge keys.



mile radius centering in Eureka, Kan. This is the richest circle in the world in time of peace, and the safest in time of war. Oklahoma is entirely within this circle.

"It is an area with an interdependent economy. The annual in-

come in 10 years rose from \$6 billion to \$16 billion. Bank deposits are up 500 per cent. Farm and city land values more than doubled. The Western dust bowls of the 20's and 30's have become boom bowls.

"In agriculture this section is

noteworthy, for to the West is the greatest wheat area on earth; to the North is the greatest corn belt on earth; to the South is the greatest cotton belt on earth, and to the East is the greatest single milk producing area on earth.

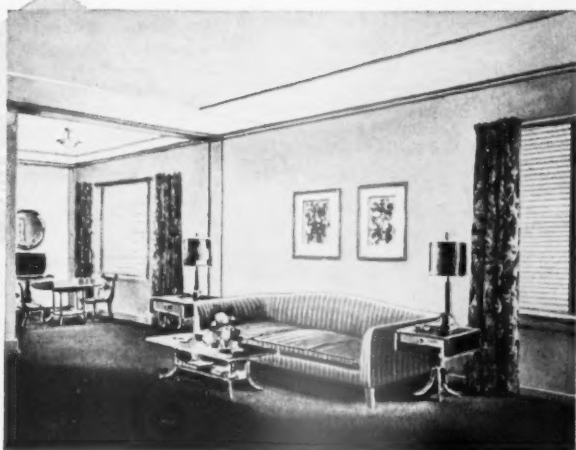
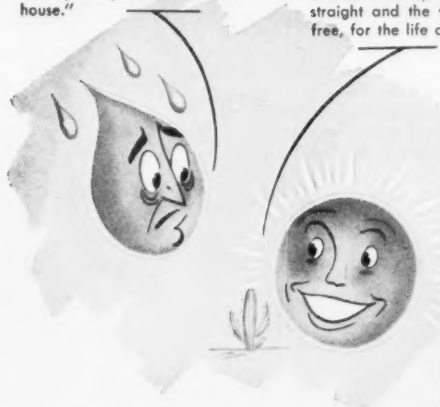
"The Magic Circle is the center of one of the greatest cattle raising areas of the earth. It is one of the greatest butter making areas. It is rich in poultry, eggs, sheep and wool. It is rich in garden products and orchard fruits. It is one of the greatest soy bean areas.

"**Mineral resources** in the Magic Circle are tremendous. It leads the world in oil; has the greatest gas fields of the earth; is underlaid with vast coal reserves. It is a leading area for production of lead and zinc. It is the greatest area for production of bauxite and aluminum ores. It has vast deposits of chalk, gypsum, granites, sand stones, limestones, bentonite, dolomite, tripoli, and calcium carbonate.

"Approximately 25 per cent of the farm income of the United States, and more than 25 per cent of the mineral production of the

**SAYS MR. WETWALL,** "I'll enjoy wetting and warping and mildewing every stud in this new house."

**SAYS MR. DRYWALL** (alias Mr. Homasote), "You won't have the chance! I'll keep them dry and straight and the walls mildew-free, for the life of the house."



# DRY WALL CONSTRUCTION

• Why pay extra money for good quality, dry lumber and then soak it with water — by plastering?

With Dry Wall Construction the owner will never have cracked walls, falling ceilings or buckled floors. Dry Wall Construction is the modern, up-to-date, common sense and fast method — the greatest advance in 500 years of building construction.

For 32 years Homasote has been used for Dry Wall Construction — in millions of dollars of private homes. Since 1936 its use has been supported by intensive research costing more than \$500,000.

Dry Wall Construction — with Homasote Big Sheets — offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are mini-

mized; many fewer handling operations; many fewer nails . . . In a single material you provide lasting insulation value and great structural strength . . . You build a quieter

## If Rameses had had Homasote . . .

instead of plaster, dry walls and ceilings would now have been the *accepted method*. It would have been impossible to gain acceptance for a material that creates the annoyances, expense and perils of cracked walls and falling ceilings.



home, free from dampness — with dependable insurance against musty closets and mildewed walls . . . You provide added protection against fire. In a hot fire, non-fibrous products crack and fall from the wall when cold water from a hose strikes their surface; the whole wall is opened up. Also — light density, porous, wood-fibre products burn readily. Repeated case histories, however, show that Homasote (hard-pressed, dense, wood fibre) stays on the wall and protects the studs against charring.

Dry Wall Construction — with Homasote Big Sheets — means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Let us send you performance data and illustrated literature on Homasote and allied products.



... in Big Sheets up to 8' x 14'

**Oldest and strongest insulating and building board on the market**



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Send me literature as checked:

Standard Homasote (Big Sheets)	<input type="checkbox"/>	Sole Asbestos Board	<input type="checkbox"/>
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Wood-textured Homasote (Panels)	<input type="checkbox"/>	The Nova-Shingle and the Nova-Speed Shingling Clip	<input type="checkbox"/>

Name  (Please print in pencil)

Address

City & Zone  State

country comes from the Magic Circle.

Major business of the convention was election of officers for 1951. Paul Leonhard, of the Chaffin Brothers Lumber Company in Oklahoma City, was elected president, to succeed Walter Hinton, of the George C. Wright Lumber Company, Altus. Sy Akard, Akard and Caton Building Materials, Enid, was elected vice-president, and Alfred L. Leonhardt, of the H. E. Leonhardt Lumber Company, Oklahoma City, was re-elected treasurer.

Newly-elected directors include Charles Gore, Bartlesville; C. S. Holmes, Muskogee; W. H. Stromberg, Ardmore; W. H. Stewart, Shawnee; G. P. Thorpe, Oklahoma City; H. C. Hartenberger, Watonga; Al Walker, Mangum, and Norman Ryerson, Alva.

Hold-over directors include Dale Carter, Tulsa; L. O. Williams, Salisaw; Virge Steger, Durant; Lou Stuart, Sapulpa; Les Sayre, Norman; L. I. Parks, Lawton; W. K. Hicks, Frederick, and Todd Bogness, Ponca City.

Four honorary directors were elected. They include Floyd Broderson, and Barney Stewart, Jr., Oklahoma City; Walter Kelly, Tulsa, and Walter Hinton, Altus.

At the annual banquet which closed the convention, Secretary-Manager "Bill" Morgan was given a standing ovation by more than 750 persons for his work with the association since its organization in 1947. During the afternoon a group of dealers from every section of the state made up a fund and purchased Morgan a 1950 Dodge sedan as a token of their appreciation of his efforts.

A highlight of this OLA meeting was the annual gathering of Hoo-Hoo, the lumbermen's organization, presided over by Tom Hughes, Jr., Cushing, vicegerent snark of the Hoo-Hoo Clubs of Oklahoma. The initiation ceremony for 14 kittens was conducted by Clifford Schorling, senior Hoo-Hoo, and Ben Springer, secretary of Hoo-Hoo International.

### Shingle Producers Meet

Retailers, wholesalers, and lumber manufacturers will assemble at the New Washington Hotel in Seattle, Wash., at noon December 8 for the annual meeting of the Red Cedar Shingle Bureau.

The Bureau represents all

## TENNESSEANS CHOOSE SMITH, PATY

Fleming W. Smith, head of the A. J. Smith Lumber Company in Nashville, is the new president of the Tennessee Building Material Association. He was elected at the September directors' meeting to succeed T. O. Lashlee, of Humboldt, whose term expires at the end of this year.

Smith will continue to serve as chairman of the Group Insurance Trustees. Not yet 40, he has been in the lumber business since his graduation from Vanderbilt University in 1933. He has headed his father's firm since 1940.

John C. Paty, president of the



**John C. Paty**

Paty Lumber Company in Elizabethton, Johnson City, and Bristol, Tenn., was elected to represent the Tennessee Building Material Association on the board of directors of the National Retail Lumber Dealers Association, along with Secretary-Manager R. O. Brownlee.

Paty is also president of the Home Investment Company in the Tennessee cities and owner of the Southern Textile Painting Company in Elizabethton. He is a past-president of the Carter County Chamber of Commerce, member of the Tennessee Judicial Council, a Kiwanian, honorary colonel on the staff of two ex-governors, and a director of several banks.



**Fleming W. Smith**

Northwestern mills producing Certigrade red cedar shingles.

### Heads Acoustical Body

Charles J. Nocar, director of research and development at the E. F. Hauserman Company, Cleveland, Ohio, has been elected president of the Acoustical Materials Association. A graduate of the University of Pennsylvania, Nocar succeeds George I. Smith, of the Celotex Corporation.

The Acoustical Materials Association is made up of representatives from Hauserman, Celotex, Armstrong Cork Company, Johns-Manville Sales Corporation, Na-

tional Gypsum Company, Owens-Corning Fiberglas Corporation, Pioneer Division of Flintkote Co., the Simpson Logging Company, and the United States Gypsum Company.

### Louisiana Leaders

Charles J. Jeter, vice-president of the A. J. Hodges Industries, Shreveport, is the new president of the Louisiana Forestry Association.

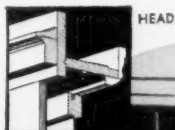
Thomas E. Trigg, of the Red River Lumber Company, was re-elected treasurer.

The directors include these two officers and Harry Balcom, Paul M. Brown, A. S. Johnson, Joseph Lacy, and H. P. Oden.

# SUPERB and COMPLETE WEATHERSTRIPPING

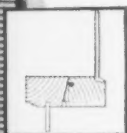
**WE** URGE comparisons between the simple and efficient Thrif-T weatherstripping and that of all other available window units. The window is enclosed by metal weatherstrip covering the jamb. Window is grooved to fit ribs on the metal — thus, the contact is positive and air leakage minimized. As the metal covered jambs are never painted the operation is EFFORTLESS — Thrif-T Windows NEVER STICK. Check other details below:

The **HEAD** weatherstrip is one piece, rib-fitted to window. Covers width of Jamb to insure complete protection and proper clearance between sash and stops.

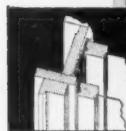


HEAD

The **CHECK RAIL** weatherstrip is spring type — trouble-free — easy to install — and definitely stops air leakage.

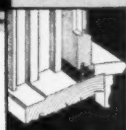


CHECK RAIL



JAMB

The **SIDE** weatherstrip is in two pieces for ease of assembly. Covers full width of jamb for complete protection and insures free and easy operation.



SILL

Design of **SILL** weatherstrip plus 3" to 1" pitch of sill for quick drainage is assurance against trouble due to forming of ice on sill.

another distinguished feature of **Thrif-T WINDOW UNITS**

Only Thrif-T has ALL of these features

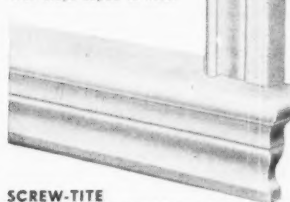
- Factory Fitted
- Easily and Quickly Installed
- Quiet Operation — Never Stick
- Lasting Spring Balances
- Fits Frame, Brick Veneer, Masonry Walls
- Treated for Long Service Life
- Attractively Priced



Install in Twelve Minutes



This smart, slender-line and modern Thrif-T Trim has won universal favor wherever used. Of Ponderosa Pine, its exquisite contours are sharply cut and always uniform. Stool and Apron are returned and Side Stops coped to head.



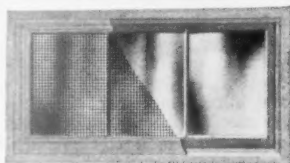
## SCREW-TITE MITERED JOINTS SAVE TIME

— while insuring precise, accurate and tight fit. Extra narrow mullions are another feature of this outstanding trim.

## OTHER Thrif-T WOODWORK for the HOME

CARRIED IN STOCK

Thrif-T PICTURE WINDOW UNITS	"4 in 1" ENTRANCE FRAME	Thrif-T TWIN CASEMENT UNITS
•	•	•
Thrif-T BAY WINDOW UNIT	"10 in 1" ENTRANCE FRAME	E-Z-UP OVERHEAD GARAGE DOOR UNIT
•	•	•
Thrif-T DE LUXE PICTURE WINDOW UNITS	No. 1332 ATTIC LOUVRE	•
•	•	MT. VERNON MANTEL
Thrif-T TWIN KITCHEN CASEMENT UNIT	Thrif-T WARDROBE	•
•	•	Thrif-T DISAPPEARING STAIRS
	No. 960-R CORNER CHINA CASE	•
		Thrif-T TELEPHONE SHELF



## A National Favorite Thrif-T BASEMENT UNIT

Ready to install in wall — Frame set up — Completely Weatherstripped — Sash and Screen fitted in Frame and all hardware attached. Anchor stripped for secure setting in wall.



Two position hinges, taper provide ventilation control. Made of Ponderosa Pine, treated for long service.

## Write for Complete Information

Name of the NEAREST Jobber will be sent to you on request

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer.



**ROACH & MUSSER CO.** MUSCATINE IOWA



# LUMBER OUTLOOK

**DOWN COME** lumber prices and UP go prices of metal building materials due to a combination of natural and artificial causes and effects.

Drastic credit regulations on new residential construction, the banning of over-\$5,000 structures and buildings for amusement and recreational purposes, an improved supply of freight cars, and the onset of late autumn weather in northern portions of the nation, all have combined to turn lumber prices down the toboggan.

Prices have dropped the fastest on Western lumber, especially green fir dimension. Prices on upper grades have leveled off—and softened in many instances. After having gone up to as high as \$90 at the mills, green fir dimension slumped to as low as \$50 amid late October's clouds of market uncertainties.

The prices of Southern pine dimension and boards also came off late in October—from \$10 to \$30 a thousand throughout the region.

**METAL** building materials, on the other hand, have turned upward in price as the National Production Authority puts priority and allocation controls on the use of steel, copper, and aluminum—all needed to produce machines and ammunition for the accelerating rearmament program. Soil pipe and plumbing fixtures and sup-

plies are heading the price-rising parade of the metal materials.

In a speech before the California Manufacturers Association, Benjamin F. Fairless, president of the United States Steel Corporation, declared that the low price of steel was an outstanding and little understood reason for a shortage.

"Steel is so cheap today," he explained, "that few people can afford to use substitutes for it. And if we were willing to charge as much as consumers would be willing to pay for our products, much of this apparent shortage would disappear. The average price for all the finished steel sold by U. S. Steel this year has been just under a nickel a pound, and some finished products now sell at less than 3.5 cents. What else in the world can you buy today for 3.5 cents a pound?"

Announcing plans reported to him by the American Iron and Steel Institute for expansion of steel production in this nation, Secretary of Commerce Charles Sawyer said they were "an encouraging indication of the willingness of the industry to forge ahead." The industry plans to expand its annual capacity to 109.9 net tons by the end of 1952—or 9.4 million tons above last July's capacity.

**IN SEPTEMBER** the wholesale price index for building materials reached an all-time peak—probably for many years to come. The index rose to 219.6 from 214.0 in August, against a 1926 index base of 100. (That was another boom year in homebuilding and new construction generally.) The September '49 index was 189.4.

Contributing to the 5.6-point rise in the wholesale price index during September were: lumber, moving from 357.6 to 371.0; paints and paint materials, from 142.4 to 146.0; plumbing and heating, from 164.6 to 166.9; other building materials, from 178.9 to 182.8; and cement and brick-tile, up less than 1 point.

**HOUSING STARTS** in September, according to the Bureau of Labor Statistics' preliminary estimate, totaled 115,000 to set a new national record for the ninth month



TAIL SAWYER

of any year. The starts for September '50 were 12,000 more than for September last year, which was a considerably greater than average month's activity.

Residential starts during the first nine months were at an annual rate of 1.3 million, a new record for this nation. However, government construction curbs and credit regulations are aimed, according to official statements, at holding housing starts next year between 800,000 and 850,000. It is implied that controls will be changed to maintain such a building pace.

**LUMBER BAROMETERS** reflected a different pattern late in October as orders trailed shipments and both trailed production. For the week ending October 21, 430 mills reported through the NLMA barometer that new orders were 10.1 per cent below production, and shipments were under output. Furthermore, production was 11.7 per cent greater than last year's corresponding week, and 61.8 per cent above the 1935-39 average.

For the same week, the Southern Pine barometer showed orders 19.51 per cent—and shipments 5.66 per cent—below production. Actual production was just a mite—0.12 per cent—above the three-year average.

The Southern Pine price trend was indicated by the prices paid by the Lumber Branch of the U. S. Corps of Engineers at auctions held in Atlanta, Ga., September 9 and October 23, as reported by the Southern Wholesaler Lumber Association's secretary-manager. By sizes, with the September auction price average listed first:

1x6 .....	\$92-\$95 ; \$68-\$75.
1x8 .....	\$97-\$99 ; \$70-\$78.
1x12 .....	\$98-\$102; \$85-\$95.
2x4 .....	\$73-\$75 ; \$60-\$62.
2x6 .....	\$83-\$85 ; \$65-\$67.
2x8 .....	\$94-\$96 ; \$67-\$70.



TRIMMER MAN

**DESTINATION UNKNOWN...**

**QUALITY  
GUARANTEED**



Hundreds of trainloads of APMI plywood leave Associated mills in the course of a year. This miracle wood is used on various construction projects in the United States and throughout the world; but just exactly where, and under what conditions, we cannot be sure. What we do know, however, is that each panel is identified by a grademark and by the APMI trademark. This is, in effect, a double guarantee of quality and serves to identify APMI plywood whenever and wherever used.



**ASSOCIATED PLYWOOD MILLS, INC.**

**GENERAL OFFICES:** Eugene, Oregon

**APMI MILLS:**

Eugene and Willamina, Oregon

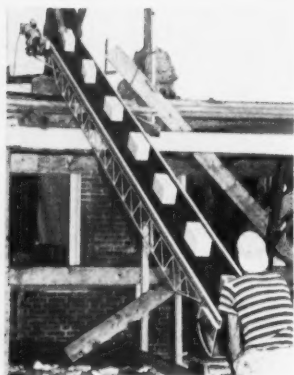
**APMI SALES WAREHOUSES:**

Eugene and Willamina, Oregon;  
San Francisco; Dallas; St. Louis

**APMI SALES OFFICES:**

Johnston Bldg., Charlotte, N. C.  
31 State St., Boston, Massachusetts

# PRODUCT PARADE



## 211—Portable Conveyor

The Mar-Rail Conveyor Company, 560 York Avenue, Pawtucket, R. I., announces the Brik-Toter, a lightweight, portable conveyor for brick, glazed tile, cinder blocks, cement blocks, sand, lime, and short lengths of lumber.

Said to easily cut masonry handling costs in half, the Brik-Toter eliminates problems of carrying such materials up ladders to higher levels. Its load capacity is over 1,200 pounds.

Two men can move the Brik-Toter. It is 20 feet long, 14½ inches wide and weighs 385 pounds. The totally-enclosed one-half HP gear motor drives the rough-top vulcanized rubber belt 60 feet a minute.

A gasoline motor drive is available at slight extra cost.

## 212—Color System

Bruning Brothers, Inc., Baltimore, Md., has been licensed to sell Tint-A-Matic concentrated cube colorants and tinting bases.

According to the manufacturer, unlimited colors and shades are available from minimum stock of white tinting base through the 22 Tint-A-Matic color cubes.



## 213—Decorative Molding

The Bendix Manufacturing Company, 192 Lexington Avenue, New York City 16, N. Y., announces a new line of decorative crown, wainscot, and door moldings; chair rails, and cabinet trims.

Some of the designs have been imported only recently. The moldings, of a variety of attractive, non-warping woods, can be ordered from catalogs or made to individual design and measurement.

A catalog and samples are sent on request.



## 214—Compact Furnace

The Kresky Manufacturing Company, Inc., Petaluma, Calif., now makes a floor furnace that is only 30 inches in depth and length, 24 inches wide, and has a heat output of 52,700 BTU. Its maximum oil consumption is said to be less than two pints an hour.

This model 50-30 is made with either a flat floor register or dual

wall registers, and with a choice of automatic thermostatic or manual controls.

Approved by Underwriters Laboratories, the new Kresky furnace has liner insulation and a combustion chamber surrounded by air to assure safe operation.



## 215—Door Grille

The Ajax Hardware Manufacturing Corporation, 4351 Valley Boulevard, Los Angeles 32, Calif., has added a "one-way vision" feature to its combination door grille and knocker.

The set-in mirror permits the person on the inside to see who is on the outside, while the visitor sees only his own reflection in the mirror. The grille is available without this special mirror.

Other features include no re-



## For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

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B-386	B-387	B-388	B-389
B-390	B-391	B-392	B-393
B-394	B-395		

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806 Peachtree St., N. E.

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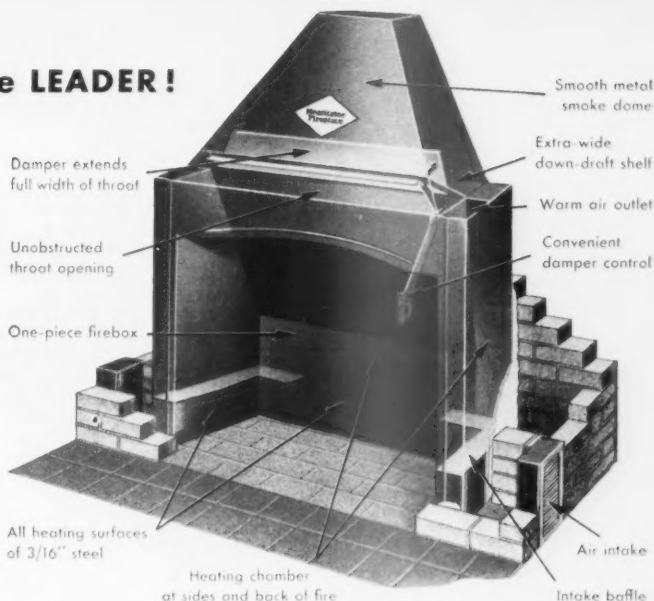
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# THE PROVED HEATILATOR FIREPLACE *IS EASIER TO SELL!*

**It pays to sell the LEADER!**

**W**HY spend extra time trying to persuade your customers something else is "just as good", when it's so much easier to sell the *leader*? When you talk Heatilator\* Fireplace your customers know what you're talking about. They know a Heatilator Fireplace unit assures correct construction . . . circulates heat . . . offers smokeless, trouble-free operation. Most important, you make more profit on the sale of a Heatilator Fireplace unit than on a damper and a few firebrick!



instead of wasting it up the chimney. Powerful magazine advertising keeps the Heatilator name out in front!

**FIRST IN ACCEPTANCE.** For 23 years Heatilator has been the best known name in fireplace units . . . the first practical method of circulating fireplace heat throughout the room instead of wasting it up the chimney. Powerful magazine advertising keeps the Heatilator name out in front!

**FIRST IN SALES.** More Heatilator Fireplace units are sold than all others put together. It costs little or no more than a regular fireplace because the essential parts come all in one piece—all the builder has to do is brick it in. For big extra fireplace profits, sign up with Heatilator today! Write Heatilator, Inc., 6711 E. Brighton Ave., Syracuse 5, N. Y.

\*Heatilator is the registered trade mark of Heatilator, Inc.

*It's easier to sell . . . It's easier to make a profit on*

## HEATILATOR *America's Leading* FIREPLACE

T.M. REG. U.S. PAT. OFF.

quired mortising; concealed strike hinges, and machine screws; fits all doors without adjustment, and all standard finishes available. Its low price makes it suitable for housing projects.



## 216—Blond Hardboard

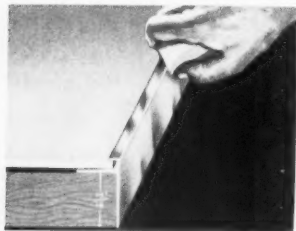
The Kimberly-Clark Corporation, Neenah, Wis., announces blond Kimlark, a new hardboard with a golden blond surface. It is said to have greater strength and resiliency than most hardboards.

It can be planed, sawed, drilled, glued, routed, bent, nailed without danger of cracking or splitting. It resists dents and marring. It takes wax, paint, or varnish as a finish.

Stock sizes include sheet four-by-eight feet in thicknesses of  $\frac{1}{8}$ ,  $\frac{3}{16}$ ,  $\frac{1}{4}$ , and  $\frac{5}{16}$  of an inch. Other sizes are available on request.



## 217—Sink Molding



The R. D. Werner Company, Inc., 295 Fifth Avenue, New York 16, N. Y., has introduced a fold-down type straight-faced Chromtrim nosing and edging and also a clamp-down type frame for watertight sink installations.

Made in 12-foot lengths, the nosing and edgings match fold-down sink frames. Only one size opening is required to grip and assure watertight joints on all materials from  $\frac{1}{16}$  to  $\frac{1}{8}$  inch.

The Ardee clamp-down frame holds covering material, plywood counter top, and frame permanently together by a series of small clamps attached under the sink-bowl rim. No means of attachment is visible. Frames are available for square-cornered sinks and with special lugs for vitreous china and porcelain bowls.



## 218—Colored Moldings

The Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y., now makes a complete line of hardboard cap and base moldings in seven pastel colors and black.

The molding colors are made to contrast with those of Roxboard—Roxdale's tileboard. According to the manufacturer, the new moldings accelerate the sale of tileboards. Samples are available on request.

# PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 60

**B-381.** The R. M. Hollingshead Corporation's new low-cost, **protective coating** for roofs that are subject to rugged weathering and manufacturing conditions, resists moisture, abrasion, fire, and most acids and fumes. It can be used to repair old roofs built up with pebbles, to seal rough walls, or as a spray on a felt or pitch roof.

**B-382.** A new Sylvania fluorescent **lighting fixture** has a circular tube. The compact unit is designed to replace single incandescent bulbs where strong light without glare is needed. Easily installed, the lamp is 12 inches in diameter.

**B-383.** The Lok-Gyde is a combination **fluorescent-light safety guard** for quick replacement of bulbs. A Lok-Gyde is slipped on each fluorescent socket, without tools or screws. It guides the lamp-terminal pins into the sockets, and locks the lamp in place.

**B-384.** The Pioneer Thermo-Rite **glass fireplace screen** protects children and furnishings from sparks, ashes, and dirt. Constructed with brass frame around the two glass doors, the screen eliminates the draft that carries much heat up the chimney, and thereby cuts fuel bills. An air baffle keeps the inside of the doors clean. Made in a variety of sizes, Thermo-Rite is used with fireplaces for wood, coal, or gas.

**B-385.** Rustorize products permit **painting rusty surfaces** without extensive sandblasting and cleaning. They consist of a special metal primer and a protective enamel top coat in various colors and in aluminum. Wirebrushing loose rust from the surface is the only preparation necessary.

**B-386.** The improved Ives Model 631A **mailbox** is made of pressure-cast aluminum, eliminating flaws common to sand-casting methods. It features a permanent plastic window and magazine holders. It is available in black, brass, or aluminum metallic lacquer finishes, said to withstand rugged weather.

**B-387.** Chicago **abrasive cut-off wheels** are now packaged in a heat-sealed glassine envelope that keep them moisture free. This insures the user that they are factory-fresh when the seal is broken, regardless of how long they have been in stock.

**B-388.** Milcor steel **access doors** now have new, no-sag spring hinges for opening the door 175 degrees. The primer coat is now a rust-inhibitive gray paint. Each door is packaged in a sturdy carton.

**B-389.** Heataire wall-insert **radiant heaters** of from 1,000 to 1,250 watts have built-in thermostats. They automatically maintain any desired temperature between 40 and 85 degrees.

**B-390.** The ShopSmith multi-purpose **power tool** can now be equipped with a retractable caster accessory that provides both mobility and stability. It consists of two identical pre-assembled units which are mounted inside the ends of the Shop-Smith bench. Pressure on a star wheel turns a self-locking continuous cam that stops on three successive caster positions.

**B-391.** The improved Celotex **rockwool insulation blankets** are now made in eight-foot lengths, and in either full or semi-thick types. The new size provides ceiling-to-floor coverage by each sheet in most installations.

**B-392.** Sturdiwood **window shutters** are completely finished, and come packaged with necessary screws and a container of matching paint for "touching up." Made of tempered Presdwood plywood, they are available in 54- or 60-inch lengths, in blue, white, green, or yellow.

**B-393.** Detroit Steel Products Company's steel **entrance doors** are now made with a new latch-type door hardware. Easily installed, the doors come in a variety of styles and sizes.

**B-394.** The Model 71 Guide-Master **portable power saw** consists of a seven-inch blade saw and portable table saw. It permits precision angles and bevel sawing by carpenter or hobbyist.

**B-395.** To speed applications of Unit-Load Band **steel strapping**, stationary and portable models of a new dispenser are now available. Both models will hold and cut to length one or two coils of the strapping by a single, easy downstroke of the 30-inch hand lever.



## 219—Aluminum Windows



The Universal Window Company, 950 Parker Street, Berkeley, Calif., announces a new complete line of Donovan-Universal aluminum windows. It includes awning, projected, and casement types.

Tested and approved by the Aluminum Window Manufacturers Association, the windows are made with hollow extruded aluminum sash sections. Even non-weather-stripped units are



"I close more sales  
faster...with

**RUBEROID**

**nationally  
advertised products!"**



"THEY LOOSEN UP TO BUY

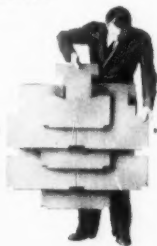
**TITE-ONS...**

"...when I demonstrate the patented, interlocking design of Tite-On Shingles, engineered to give real protection against wind and weather."

**THE ORIGINAL... AND STILL THE BEST**

"...Genuine Ruberoid Tite-Ons are backed by 18 years of proven performance. You can show your customers case after case where Tite-Ons stayed on unscathed through hurricane winds up to 120 miles per hour.

"There's always plenty of business with the right products... and I get it with RUBEROID ROOFING AND SIDING."

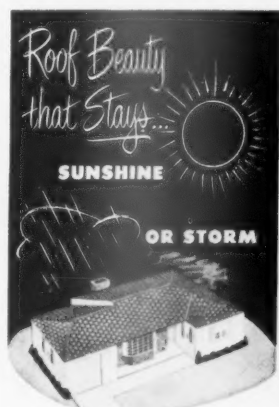


**AND RUBEROID HELPS ME SELL**

**The RUBEROID Co.**

**EXECUTIVE OFFICES: 500 Fifth Ave., New York 18, N. Y.**

**SALES OFFICES: BALTIMORE, MD., BOUND BROOK, N. J., CHICAGO, ILL., DALLAS, TEXAS, ERIE, PENN., MINNEAPOLIS, MINN., MILLIS, MASS., MOBILE, ALA.**



**ABSOLUTE PROTECTION AGAINST HIGH WINDS  
AND STORMS... PLUS "BASKET WEAVE" BEAUTY**

Tite-Ons are patented (200,000 letters) - their design, which makes them hold together in the heaviest of storms, is a result of the Ruberoid Tite-On Shingle... the only shingle which was weathered by the Ruberoid Co. 18 years ago to provide the answer to real performance combined with attractive appearance.

Tite-Ons are low cost, too - they carry the Underneath Label... and are available in a wide assortment of beautiful colors and shades. For real and security investigate Tite-Ons and learn why half a million property owners selected this shingle over all others. See your local Ruberoid dealer or send the coupon for full information.

**GENUINE TITE-ON SHINGLES**

**The RUBEROID Co.**

**Building Materials for Home, Farm and Industry**  
HARD STONE AND TRUE QUALITY WITH RESERVE

The RUBEROID Co., 500 Fifth Ave., New York 18, N. Y.

Please send me literature on Tite-On Shingles.

I am interested in shingles for my roof.

I am interested in shingles for my siding.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

"How can I miss when my sales talks are backed up by Ruberoid's hard-hitting national advertising campaign! These sales-making ads, like the one shown above, practically pre-sell my customers. Running in such magazines as Better Homes & Gardens, American Home, Country Gentlemen, and Successful Farming, the Ruberoid advertisements are real profit-makers for me!"

said to give weather-tight performance.

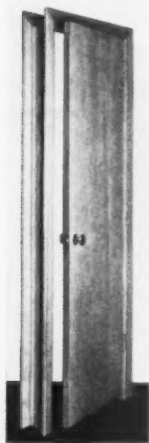
Exclusive multiple operating features of the awning and projected types provide simplified sash control. The lower vent automatically opens, closes, and locks all upper vents. This eliminates the poles.

The awning-type units permit draft-free ventilation and washing both lights from the inside.

Concealed single operating hardware opens all casement windows outward. All units are shipped completely assembled, ready for glazing.



## 220—Assembled Door



The William R. Lutze Company, 18 Bergen Street, Brooklyn, N. Y., has introduced the Redi-Dor, a prefabricated, ready-to-install door and jamb complete with hardware.

The Redi-Dor is said to be adjustable to any wall thickness and suited to any wall composition. The door part and the other part slide in and out like an accordion, providing flexibility. According to the manufacturer, the unit can be installed in less than 20

minutes by "anyone who can drive a nail."

All miters are glued and doweled; hinges on jambs are fastened to the metal plant on the back of the jamb with screws. Concealed metal shoes, on bottom ends of the jamb, hold it in perfect position.

The units are made in various kiln-dried woods. Sizes range from 18 to 32 inches in 2-inch widths; six feet eight inches high by 1 3/4 inches thick. Special sizes are available.

The Redi-Dor doors are made with hardware for bathroom, bedroom, and passage or closet installations.



## 221—Electric Saw

Stanley Electric Tools, New Britain, Conn., announce a new lightweight six-inch electric saw for use on all types of jobs.

The W65 has a DC or AC motor, 60 cycles or less, and is said to have perfect balance in any position. The "Multi-Grip" handle is stippled for sure grip. A momentary contact switch and an automatic telescoping safety guard with manual control make the saw safe to operate. Any standard blade can be used.

The saw bevels at any angle up to 45 degrees and to a 1 1/2-inch depth. It will cut up to 2 inches deep at 90

degrees. It is equipped with a combination rip and cross-cut blade, wrenches, and lubricant. Other accessories are available.



## 222—Clothes Dryer

Temco, Inc., Nashville 9, Tenn., nounces an automatic gas clothes dryer with a single control, the Sun Dial, that is said to eliminate guesswork in setting a timer.

A sensitive element within the machine detects when clothes are almost dry, and a switch turns off the heat while permitting the tub to revolve five minutes longer. The cycle is thus finished with stored heat, bringing the clothes to a temperature comfortable for the hands and saving fuel.

A reversible lint trap permits either venting of moist air to the outside or the conventional method of discharge into laundry area. An inspection door is located in the top. The unit requires only 15,000 BTU an hour and makes use of an economical vacuum drying process.



## 223—Aluminum Casement

The Superior Window Company, 5300 N. W. 37th Avenue, Miami 42, Fla., has introduced a new aluminum casement window.

The Superior window has detachable muntins, adjustable truss hinges, chemical satin finish, and clear lacquer finish. The heavy extruded sections are of tubular aluminum.

According to the manufacturer, the added rigidity and strength of the window's tubular vent over a standard "Z" bar vent makes it even more competitive.

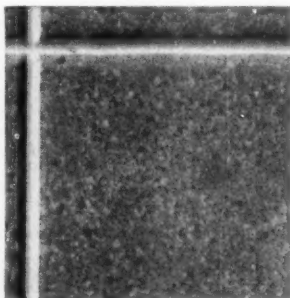
This Superior window meets FHA requirements.



## 224—Tile Hardboard

The Wallace Manufacturing Company, 10th and Fayette Streets, North Kansas City, Mo., has introduced a new finish on tempered hardboard panels in various patterns. Called Grani-lite, the new line gives the hardboard the appearance of real granite.

The finish is a hard baked enamel.



The hardboard patterns include a tile pattern, parallel line, streamline, and smooth surface. Sizes include 4-by-4, 4-by-6, and 4-by-8 feet. Free samples are sent on request.



## 225—Drawer Pulls

The Stanley Works, New Britain, Conn., announces two new styles of solid brass cabinet door and drawer pulls.

They may be applied either vertically or horizontally. A more modern effect is obtained when they are used horizontally with the concave ends facing each other.



The pulls are made in two sizes—4 3/8 and 3 3/4 inches, for drawers 3 3/4 and 7 3/8 inches thick. They are made with all standard hardware finishes. An attractive display is provided free with the purchase of display hardware.

## Terra-Cotta Firms Affiliate with SCPI

Nine manufacturers of architectural terra-cotta and ceramic veneer have joined the Structural Clay Products Institute, national trade association of the brick and tile industry.

"These manufacturers produce more than 90 per cent of all terra cotta and ceramic veneer made in the United States," asserted W. J. Goodwin, Jr., president of the institute. He made the announcement on October 24 at the opening of the 1950 annual convention of the Structural Clay Products Industry at the Broadmoor Hotel, in Colorado Springs, Colo., which was attended by 450 industry representatives.

The new affiliate will be known as the Architectural Terra Cotta Institute. Companies joining the new organization are the American Terra Cotta Corporation, Chicago, Ill.; Denver Terra Cotta Company, Denver, Colo.; Federal Seaboard Terra Cotta Corporation, New York, N. Y.; Gladding-McBean and Company, Los Angeles, Calif.; O. W. Ketcham Company, Philadelphia, Pa.; Northwestern Terra Cotta Company, Chicago, Ill.; Pacific Clay Products Company, San Francisco, Calif.; Washington Brick and Lime Company, Spokane, Wash.; and the Winkle Terra Cotta Company, St. Louis.

Cumberland gives you

ALL 10!

## The 10 basic requirements of high quality masonry cements

1. PLASTICITY

2. BODY

3. STRENGTH

4. YIELD

5. COLOR

6. ADHESION & BOND

7. NEGLIGIBLE SHRINKAGE

8. WATER RETENTION

9. WATER REPELLENCY

10. NON-EFFLORESCING

Every sack of Cumberland Masonry Cement that leaves the plant is of the highest quality that modern science and production methods can make it. Every sack measures up to the most exacting standards on each of the ten basic requirements for high-grade masonry cement. Many of the South's most beautiful buildings, many of its greatest construction projects, present ample proof that Cumberland Masonry Cement, with its pleasing light color, makes *better mortar*.

Through the months of 1950 we've discussed, point by point, the fine qualities of Cumberland Masonry Cement—but we haven't even mentioned Cumberland's exceptional service. It's the kind of service that assures you fast, efficient delivery—clean, unbroken bags—friendly, personal help from our Service Engineers—all Cumberland *extras* that mean your complete satisfaction.

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.



# Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

# His Wife COULDN'T Say "No"



**BEFORE** Lynn Boyd left Pampa, Texas, in September and flew to the annual international Hoo-Hoo convention in Boston, Mass., there had been an understanding amounting almost to an agreement between Lynn and his wife, Edwina.

Lynn would gracefully retire as Senior Hoo-Hoo of the Supreme Nine, a post he had held for two years. He would accept no more Hoo-Hoo jobs and would taper off in his activity in behalf of the Concatenated organization. Furthermore, he would decline to be burdened with any other jobs of work in behalf of lumbermen generally. Just no more extra-curricular errand running. Period.

This understanding was designed to produce more home life for the Boyds. Edwina was somewhat weary of hotel life, and the routine of convention and conference life. When both of them were not on a trip, Lynn was on a trip. So they agreed to do more of their living in Pampa.

But in Boston Lynn deplained into the middle of a situation that had been building up for years.

At the core of this situation was some dissent that is found in almost any good organization, to wit: "This thing is being run by a clique."

In the case of Hoo-Hoo, more specifically, the grapevine was carrying in somewhat increasing volume, a complaint that Hoo-Hoo was being run too much by manufacturers.

**Lynn says now** that there was no secret about the dissatisfaction in scattered quarters over the activities of manufacturers at the top of Hoo-Hoo. "But," he adds, "if it had not been for manufacturers, Hoo-Hoo would not be what it is today. The manufacturers pulled Hoo-Hoo through some tight places and they are entitled to plenty of credit for doing it."

However that may be, before Lynn reached Boston it had been decided that Hoo-Hoo would be a more healthy organization if the clamor were recognized: The new Snark of the Universe should be a



When Tom called Edwina to see if Lynn could accept the office of Snark of the Universe for Hoo-Hoo International, she said "yes" with reservations. Mr. and Mrs. Lynn Boyd, of Pampa, Tex., posed for S'B'S at NRI-DA meeting.

retail lumber dealer. Never in the history of Hoo-Hoo had a retailer been Snark of the Universe. But the time seemed to be quite propitious for shattering precedent. And who, it was asked then, was more eminently qualified from any perspective than Lynn Boyd?

That was the situation Lynn Boyd walked into in Boston and he recognized that there was no way out for him. But what would the lady say back in Pampa?

Lynn says he had no fear of calling Mrs. Boyd and explaining the predicament he was in, and Mrs. Boyd confirms. She says Lynn never has been henpecked and openly boosts of his domestic status. But it just seemed to be more diplomatic to have someone else break the news. So Tom Donlin, a manufacturer and good friend, placed the call to Pampa.

Just how much that call cost and how long it took is not recorded. For the sake of brevity here, the lady finally said yes, after a fashion. What she actually said was: "Well, if he hasn't any more sense than to take on that job, all right." So Lynn Boyd is the new

Snark of the Universe.

In preparation for the job he had 40 years of experience in the lumber business as of last August. He is a native-born Texan and here is a plug for a town a great many people even in Texas never ever heard of, for Lynn spent his early years at his birth place—Thorp Spring, in Hood county, near Fort Worth.

His first experience in lumber was as an employee in a yard in Krebs, Okla., in 1910. In 1917 and 1918 he served in World War I with an organization of engineers who produced dimension lumber from French forests. His first venture into the lumber business on his own was in Ardmore, Okla., in 1919.

**Lynn's first** acquaintance with Hoo-Hoo was in 1923, when he was initiated with a class at Oklahoma City.

He located in Pampa in 1926 and has built a highly successful business there under the name of "Lynn Boyd, Good Lumber." He considers himself very fortunate, now that he accepted the top Hoo-Hoo job, that he has excellent

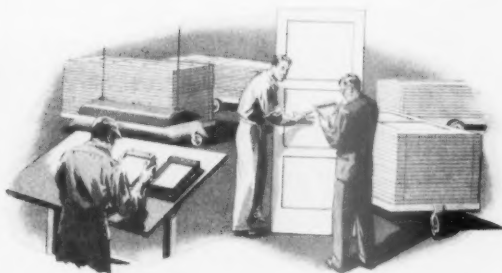
*These Grade Marks*

*Mean Uniform Quality*

*To Buyers, Sellers and Users of*

# Douglas Fir doors

**R**EGULAR inspection by the Fir Door Institute of its member mills assures the buyer and user that the doors they manufacture meet the rigid standards of the United States Department of Commerce as promulgated in Commercial Standards CS73-4B and CS91-49. Manufactured in a wide choice of styles of durable Douglas fir, these doors offer buyer, seller and user the utmost in door satisfaction.



**FDI-A**

**FDI-A GRADE**—These are the finest fir doors made. They are recommended for use in the very best installations where a majority of the doors are to be a natural finish... for better residences, hotels, hospitals, and all high-class commercial buildings.

**FDI-B**

**FDI-B GRADE**—This widely used grade contains a percentage of doors for natural finish, but is intended largely for paint finishes. For residences, schools, apartments, motels, etc.

**FDI-BP**

**FDI-BP GRADE**—This increasingly popular grade provides a well-built, laboratory tested, sturdy door for use with paint finishes only. Desirable in lower-priced homes and multiple building projects, cantonments, etc.

**FDI-C**

**FDI-C GRADE**—This grade provides doors strictly for paint finishes. Recommended for service porch entrances, basement doors, and medium and low cost installations everywhere.

**FDI-MR**

**FDI-MR GRADE**—The low-cost doors in this grade are made only in 1 1/8" thick stiles and rails. Recommended for farm out-buildings, low-cost dwellings, or temporary uses where finishes and appearance are not important.



**Fir Door Institute**

Tacoma 2, Washington

Manufacturers whose doors are independently inspected by Fir Door Institute and carry FDI grade marks:

**Acme Door Co.,**

Hoquiam, Wash.

**Buffelen Manufacturing Co.,**

Tacoma, Wash.

**Cruver, Langhardt Door Co.,**

Anacortes, Wash.

**Klamath Door Company**

Klamath Falls, Ore.

**M & M Wood Working Co.,**

Portland, Ore.

**E. A. Nord Co.,**

Everett, Wash.

**Puget Sound Manufacturing Co.,**

Tacoma, Wash.

**Robinson Plywood & Timber Co.,**

Everett, Wash.

**Simpson Logging Co.,**

Seattle, Wash.

**Vancouver Door Co.,**

Montesano, Wash.

**The Wheeler Osgood Co.,**

Tacoma, Wash.



management talent, permitting him to take the time necessary for travel.

Lynn Boyd became active in the Lumbermen's Association of Texas and is a past-president of that organization. He did not become consistently active in Hoo-Hoo, however, until Ray Saberson was Snark of the Universe and in 1947 appointed Lynn vicegerent snark in Texas. That put Lynn to work on the lagging affairs of Hoo-Hoo in Texas.

Since he supplied most of the motive power, Lynn is pardonably proud of advancements by Hoo-Hoo in Texas since 1947. There was one club then. Now there are seven, and as Lynn will point out: "There are only 78 clubs in the whole United States. In Texas we have seven, or almost 10 per cent. We may have one or two more yet. Texas is pretty big."

As Snark of the Universe, Lynn Boyd expects to travel something like 30,000 miles. And he now has another job (of which there were to be no more!) . . . as a member of the retail Advisory Committee for the Industry to the Secretary of Commerce, which requires additional traveling.

During his one-year administration, Boyd expects to increase Hoo-Hoo's membership by at least 2,000. "Hoo-Hoo has 8,000 members now, more than ever before," he says. "But there is no reason why we shouldn't get that up to 10,000 or more within the year."

By next convention time, the Snark may have had 13 months—instead of a round year—in which to reach that goal. For the convention is tentatively scheduled for Florida and, because of late heat there, for October instead of September.

**BALTIMORE, MD.:** A barn dance on November 17 is planned for members of Club 100 to boost the treasury as well as the fellowship. Membership will be boosted, too, at a grand concatenation November 27.

**ST. PETERSBURG, FLA.:** Club 64 has organized a bowling league and plans to sponsor an annual competition in which the winners will be awarded the HOO-HOO Club 64 Trophy.

**ORLANDO, FLA.:** New Cats Francis Miller and Harry Aorian were subjected to a brisk reparte with Program Chairman Alvin Thomas at the last meeting. President John Rourke showed a film of one of Hoo-Hoo's recent celebrations.

**ATLANTA, GA.:** The role of lum-

ber in modern building codes will be discussed at the November 20 meeting of the Atlanta Hoo-Hoo Club by M. L. Clement, director of the Southern Building Code Congress, Birmingham, Ala., and Luther Boggs, Atlanta home builder and member of the NAHB code committee. The meeting will be held at the Atlanta Athletic Club, new headquarters of the Atlanta Cats. Fifty members of the club followed a 50-minute color-slide account by J. H. Stone, Southern regional forester of the U. S. Forest Service, of his tour of Scandinavian timber resources, at the October meeting of the Atlanta Hoo-Hoos. Forester Stone was acclaimed as an honorary member of the group.



**THE 1950 Percy Nicholls Award**, presented annually for notable scientific achievement in the field of solid fuels, was awarded to Julian E. Tobey, president of Appalachian Coals, Inc. In presenting the award at the annual meeting of the American Society of Mining and Metallurgical Engineers and the American Society of Mechanical Engineers, E. G. Bailey described Tobey as having "led in numerous research activities leading to improved coal-burning equipment."

**THE MARKETING** committee of the National Coal Association has announced new services for retail coal merchants, regardless of whether or not they belong to Coal Heating Service groups. An ad mat service and a sales training program are available to non-CHS members. The field staff of CHS has been increased to work more closely with retailers on the local level.

**TWELVE TEAMS** of coal miners met in Pittsburgh last month to participate in the first National Coal Mine First Aid Contest. Its aim is to stimulate greater safety precautions by miners.

### New Hampshire Is No. 29

New Hampshire became the nation's twenty-ninth Tree Farm state on October 6 in ceremonies held at Andorra Forest outside Stoddard, N. H.

Twenty-eight Tree Farms, representing as many owners, were certified. Acreage certified totaled 50,480.

William H. Messick, of the New Hampshire State Department of Forestry, hailed the Tree Farm launching as an integral part of the Granite State's revitalized forestry education program. He urged that a broad "Keep Green" program be put into effect.

### Research Laboratory Set for Marquette

To conduct more active research into the development of improved and additional products and more efficient production, the Marquette Cement Manufacturing Company is establishing a general research laboratory at its Des Moines, Iowa, plant. It will be staffed by specialists operating under the general supervision of Technical Director C. E. Wuerpel.

The new facility will augment the work of the existing Portland Cement Association laboratories and those now located at all Marquette plants.

Charles U. Pierson, Jr., formerly with the Portland Cement Association, will be in local charge of the laboratory as chief research assistant to Wuerpel.

Erwin C. Hoeman, formerly on the technical staff of Battelle Memorial Institute, will be research chemist. William E. Woody, graduate chemical engineer from Iowa State College, will be assistant research chemist.

The new laboratory, which will function as a section of Marquette's Technical Department, will be located temporarily in remodeled quarters adjoining the existing plant laboratory at Des Moines. Plans for a new administration building to be built there later are being redesigned to include permanent quarters for this section. It is being equipped with the finest apparatus available for chemical, microscopical, and physical work in the realm of cement and cement manufacture, according to Director Wuerpel.

Marquette Cement Manufacturing Company officials recently announced that the capacity of the company's Des Moines, Iowa, plant will be increased 50 per cent, to produce a total of 1,500,000 barrels of cement annually beginning May 1 next year. The plant currently produces one million barrels of cement yearly for the Iowa market and portions of Minnesota, North Dakota, and Nebraska.

This expansion of the Des Moines plant will tend to relieve the current scarcity of cement in the area and accelerate the servicing of orders, which are now shipped in part from the Marquette plant at Oglesby, Ill. Cement will be released to meet heavy construction demands in Illinois and Wisconsin.

What glue makes bonds stronger than wood?  
How can I tame that wild grain on fir plywood?  
What's a better finish than shellac or varnish?

When customers ask such questions, recommend these

## WIZARDS WITH WOOD

Stronger Than the Wood Itself

### WELDWOOD PLASTIC RESIN GLUE

**NEW!**

WELDWOOD GLUE IN  
"UNIT-USE" PACKETS

Each packet just enough for a "fix-it" job or two. Great convenience. No Waste. Each 3-Packet Unit retails at 10¢.

and! A fast selling item to hobbyists, home owners, carpenters! 15¢, 33¢, 65¢, 91¢ and larger sizes.

To make things or fix things, recommend Weldwood Glue — America's largest selling glue, for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot proof, highly water-resistant.



### Tame that wild grain with FIRZITE

Over 40 million feet of fir plywood are sold every week! Here's your market for FIRZITE! For FIRZITE is a "MUST" when finishing fir plywood. Used as an undercoat it tightly seals the pores . . . virtually prevents grain rise and checking . . . readies the surface satin-smooth for paint, stain or enamel.

For blond, pickled, wiped or tinted effects, for that "woody" look, recommend WHITE FIRZITE on either soft or hard woods.



(In pints, quarts, gallons)

What Finish Do Architects and Consumers Like Today?

### SATINLAC

The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending SATINLAC, to bring out and preserve the natural grain and color beauty of any plywood or solid wood. Satinlac avoids that "built-up" look and will not turn yellow or darken with age. "Water-white", easy to brush or spray and dries ready for next coat in 3 or 4 hours.



(In pints, quarts, gallons)

### NATIONALLY ADVERTISED

Almost daily we turn over to our dealers inquiries from our ads in Saturday Evening Post, Better Homes and Gardens, American Home, Popular Mechanics, Popular Science and over 20 other publications!

**SPECIAL  
INTRODUCTORY  
OFFER TO  
LUMBER  
DEALERS**

Your choice of 2 special package assortments on Firzite and Satinlac, complete with point-of-sale aids to dealers. Mail coupon for full details, together with full information about Weldwood Glue. Every time you sell plywood, you have a chance to sell these 3 WIZARDS WITH WOOD.

#### UNITED STATES PLYWOOD CORPORATION

Dept. 147, 55 West 44th Street, New York 18, N. Y.

Send me (check items desired)

☐ Full descriptions of your Special Assortments No. 1 and 2 on FIRZITE and SATINLAC.

☐ Full information about WELDWOOD Glue.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## 163 House Jobs

(From page 26)

develops homebuilding leads in several ways. One is by sticking strictly to the retailing of building materials—leaving the construction up to local contractors and the mortgage financing up to local banks and loan associations.

This year this dealer already has worked with 50 contractors in bills of sales for complete homes. Many of these homebuilders refer prospects to Skyline—and this firm recommends reliable, available contractors to families planning to build homes.

But this firm still spends about one-half per cent of its retail sales receipts for advertising in several forms. These media include direct-mail pieces, radio spot announcements, calendars, telephone-directory classified advertising, and plan books.

Few retail building material dealers have as many different plan books to show a homebuilding prospect as does Skyline's Sales Manager Woolridge. In his desk drawer he has 50 home plan books neatly filed, and he flips them out as soon as he finds that a caller is seriously interested in building.

This is where the first of three Skyline record forms comes into play. It is a combination prospect and specification form, mimeographed on the front and back of a legal-size sheet of white paper. Reproduced on page 26, this form identifies the customer and contractor, shows what plans and estimates are furnished; the method of financing to be followed; location of the building lot; type of construction, and construction specifications.

Next comes a credit check-up against the customer's statements. A Skyline official, through the local Credit Bureau and references, determines whether the customer has good, steady income; whether he can afford to make the proposed down- and monthly payments; whether he has title to the lot—and other pertinent facts. If this results in a "batter up" signal:

1. Preliminary plans are drawn up.
2. If the prospect still holds the bat and wants to play, complete plans will be supplied on jobs involving materials from Skyline

amounting to at least \$2,000. Or a stock plan will be adopted to a smaller home need.

3. Partial or complete estimates will be furnished.

This is where Woolridge's second record form comes into play. Entitled "Estimate of Labor and Materials," this form is ruled and printed on 8½x17-inch ledger paper. At the top it lists the date; contractor, his address and telephone number; the owner, his address and telephone number. Then lines are provided for all the basic labor and material cost items, followed by a total, supervision cost estimate, and a grand total.

The materials and labor cost items include: main excavating, footings, foundation concrete, flat concrete, foundation concrete labor, flat concrete labor, materials, brick and plaster sand, case labor, chimney labor, mantel labor, cinder blocks, cinder-block labor, lathing, plastering, carpenters and common labor, paint and painting, caulking, plumbing, sewer connections or septic tank, heating, rough hardware, finish hardware, wiring, light fixtures, stone work, metal sash, glass and glazing, cleaning brick, papering, reinforcing bars, ironwork, gutter and spouts, tile work, sanding and finishing floors, screens, weatherstripping doors, stuccoing, linoleum, walks, finish grading, sodding, water, fire insurance, license, compensation insurance, liability insurance, social security insurance, and miscellaneous.

The fourth step in this scheme is just as important as the other three, for the success of it will determine further business from the customer and new business from that customer's acquaintances. Woolridge points out. This step is the "follow-through" if the customer is able to finance the house, decides to build it, and gives the materials order to the Skyline Lumber Company.

It's at this point in the game that the company's inspection or follow-up men step up to the plate after the salesman or manager, the architectural draftsman, and the estimator have gotten on base. This follow-up man is the one who really scores for the Skyline team and makes a "home run."

The record form used now is the materials order contract, which is reproduced on page 25. Note that it includes important information for satisfactory settlement. One is that:

"All Agreements Contingent Upon Strikes, Accidents, or Providential Causes Beyond Our Control."

Another important stipulation is that "after placing and acceptance of this Order no cancellation of same will be accepted except by mutual agreement."

Columns are provided for the quantity, item description price, extension, and marginal checking. This printed form bears the name and address of the firm, and the names and positions of the officers. It is 9x17 inches, printed on one side only.

The Skyline follow-through procedure includes checking with all parties on the terms and responsibilities in the building operation; checking of the materials sold with customer and contractor according to accepted specifications; periodic inspection of the building progress until the unit is completed, and the owner takes possession and settles his account according to agreement.

The Skyline Lumber Company's architectural department is headed by H. T. Aldhizer. Everett Jones heads the trio in the estimating department, while H. T. Shumate and C. E. Whitmire are the job follow-up men.

This firm tries to sell—for every job they figure—these building materials and supplies: kitchen and bath cabinets, doors of all types, builders, wood flooring, hardware, insulation, lumber, brick, concrete block, clay products, masonry mixes, moldings, paints, plywood, roofing, screens, wall boards and accessories, and windows.

Here are official results of the Skyline Home Planning operations for the past two years—taken directly from Manager Woolridge's orderly files of "score sheets":

In 1948, the firm figured 306 jobs; figured 6 twice; lost 24 to competition and 24 to "no building"; 156 to unknown disposition; and sold 96 jobs—31 per cent of the total figured, and 35 per cent of the jobs available.

In 1949, the firm figured 391 jobs; figured 11 twice; lost 46 to competition and 83 to "no building"; 88 to unknown disposition; and sold 163 jobs—42 per cent of the total figured, and 55 per cent of the jobs available!

That's good playing, Manager Woolridge, in any dealer's league . . . or territory! Thanks for the interview.

Every Home and Business is a Prospect for

# Johns-Manville CEILING PANELS

You, too, can make more money with this J-M Insulating Board Product!

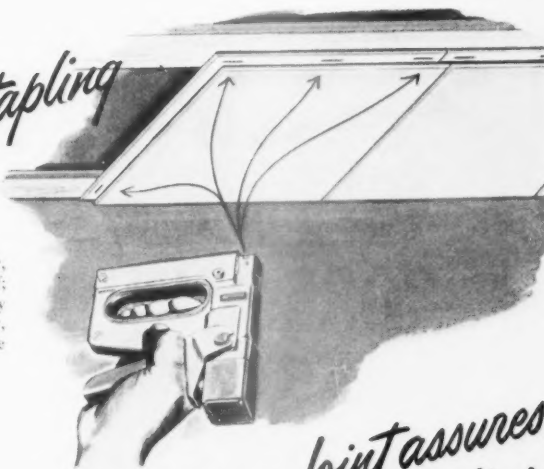


*Application is easy*

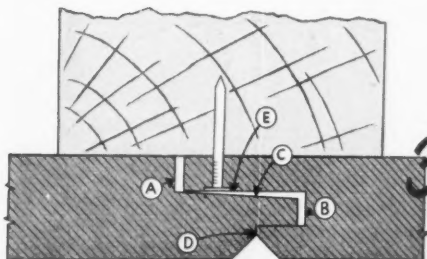
• J-M Decorative Ceiling Panels are easily and quickly applied on new or existing construction. All you need to do is install furring strips at right angles to ceiling joists, and nail or staple the Panels in place. Detailed instructions come with each carton.

*You can save time by stapling*

• By using a trigger-type automatic stapler, you can cut application time by one-half; and tests show that staples hold as securely as nails. Thanks to the J-M Lightning Joint, all staples or nails are concealed in the finished job.



*3-level Lightning Joint assures faster, better installation*



• Notice the spaces at A and B, as well as the long length of tongue at C, to provide for expansion and contraction . . . the tapered top edge of the tongue to facilitate joining of panels . . . the definite square-corner edge at D to help speed installation and keep alignment . . . and the large nailing area at E for concealed nailing or stapling without damage to panel edge. These and other J-M advantages add up to an attractive finished job which provides lasting customer-satisfaction. One job sells another—and your potential market is unlimited.



Send for free Instruction Sheets and full-color brochure on J-M Insulating Board products, IB-30A. Write Johns-Manville, Box 290, New York 16, N. Y.



## MISSOURI

**SHELBYVILLE:** Claude R. Hawkins recently observed his 50th year with the North Missouri Lumber Company. He has worked for the company's branches in Meadville, Quitman, Tarkio, and Burlington Junction. A recent three-day vacation is the longest he has been away from work during the 50 years.

**RICHMOND:** A remodeling program has improved the convenience and attractiveness of the Fullerton Lumber Company.

**FORSYTH:** Mr. and Mrs. Phillip Webber have bought Bob Cary's interest in the Wolf Lumber Company.

**HAMILTON:** Sherman Henkins, manager of the Hamilton Lumber Company since 1921, recently completed 35 years in the lumber and building supply business.

## KANSAS

**INDEPENDENCE:** Douglas Smith has been named assistant manager of the Rock Island Lumber Company.

**OBERLIN:** Reed Macy, former assistant manager of the Foster Lumber Company here, has been transferred to Herndon as manager of the yard there.

**STAFFORD:** G. G. Walker, manager of the Home Lumber and Sup-

## DEALERS in the NEWS

ply Company, married Mrs. May Line, of Larned, September 14.

**WICHITA:** Art H. Sheldon suffered the loss of the fingers and thumb of his right hand while operating a power saw at the Sun Lumber Company here on October 5.

**NORTON:** Dean Newbury, manager of the Norton Lumber Company, was one of four new members elected to the board of directors of the Norton Chamber of Commerce recently.

## FLORIDA

**ST. PETERSBURG:** James E. Hendry, manager of the Hendry Lumber Company, is new president of the Kiwanis Club. He will take office January 1.

## LOUISIANA

**OLLA:** The Critchell and Woods Lumber Company has filed articles of incorporation to sell lumber wholesale and retail.

**PORT ALLEN:** Port Allen Builders, Inc., has been granted a

charter to sell general lumber and hardware.

**NEW ORLEANS:** The Frerichs Lumber Company has dissolved its corporation.

## TEXAS

**CORPUS CHRISTI:** The McCord Lumber Company has moved into its new building at 5564 Chapman Ranch Road. J. E. McCord and his son, who run the business, held "open house" to acquaint customers with the new location . . . Rowe and Fitzpatrick Builders Supply also have a modern new air-conditioned building. Both Navy veterans, Earl L. Rowe and James R. Fitzpatrick met during the war and opened the business together about three years ago . . . The Beshear Lumber Company recently discontinued operations and sold their entire stock and equipment.

**WACO:** The Olson Lumber Company, Olson Roofing Company, and Anlo Paint Company—company firms owned by C. H. Olson—have moved into a modern new building. Inlaid flooring, indirect lighting, lowered ceilings, new furniture, and twice as much floor space are features of the companies' new home.

**DALLAS:** Wirt Davis, owner of the Davis-Johnson Lumber Company, says plans are well under way to rebuild the firm after a recent \$100,000



**AJAX**  
HARDWARE OF PRESTIGE

## DOOR GRILLE

and Knocker Combination

**THE WINNER FOR 17,000 HOMES\***

\*Every home of Lakewood, the world's largest project (just outside Los Angeles) is equipped with AJAX Door Grilles. Smart buyers proved that this is the one door grille that combines smart appearance and low cost installation.

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MANUFACTURING CORPORATION**

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**FREE DISCOUNT CALCULATOR** to compute net costs. Available upon request.



Exterior View

Interior View

● **COSTS LESS TO INSTALL**  
No Mortising — merely drill 3 holes.

● **LESS IN COST**  
Die cast Zamak with Solid Brass Styling.

● **STYLED FOR ALL ARCHITECTURAL PERIODS**  
Keeps your inventory down.

● **ALL FINISHES AVAILABLE**  
Guaranteed for life of installation.

● **TELESCOPING COLLAR**  
Fits all doors without adjustment.

● **QUALITY DESIGN**  
Concealed strike, hinges, and machine screws.





# Any Way You Look at it **DAVIS** makes the difference

**FOR INDUSTRY** Lead-Free Fume-Proof White is typical of outstanding Davis paint protection that brings industrial customers back again and again.

**FOR DEALERS** a complete line of the latest proven paints backed by strategic and resultful advertising and promotion.

**ON THE FARM** Davis barn paints and equipment enamels are favorites with a growing farm trade.

**FOR THE PAINTER** paint products that stand the test of time, and help create more and more satisfactory jobs for painter customers.

**HOME USERS** know and like Davis One Coat Flat Wall, Davis furniture stains and enamels.

**BOAT OWNERS** acclaim Marine finishes developed in the famous Davis Laboratory located right in the heart of the Chesapeake Bay boating country.

**Write for complete new dealer franchise details.**

Yes, Davis paint and paint products do make a difference. Since 1898 Davis of Baltimore has progressively developed uniformly superior paints for every interior and exterior need. With quality and customer satisfaction for watchwords, Davis has real repeat-sale dependability. Take a look at us, yourself . . . for also, where paint profits count, Davis makes the difference!

## **DAVIS OF BALTIMORE**

**THE H. B. DAVIS CO., BUSH AND SEVERN STS., BALTIMORE 30, MD.**

fire destroyed much of the property.

**AUSTIN:** Mrs. Norma C. Reid, color stylist, recently conducted a series of color demonstrations at the Calcasieu Lumber Company for three days.

**MART:** Don Minter, former manager of the W. F. and J. F. Barnes Lumber Company, has been transferred to McGregor as yard manager.

**LOTT:** D. P. Shore recently bought the business of the Cameron Lumber Company here. Young Priest will continue to manage the yard, and Shore will remain on the faculty of a Fort Worth school.

**EL PASO:** The Caballero Supply Company has moved to a new location at 1201 S. Hill Street.

**POTH:** Clyde Fahrenthold, who was associated with his father for 25 years in operating a lumber yard, has re-entered the building-supply business. He purchased the Steves Lumber Company's local yard. Fahrenthold is also a successful rancher and farmer.

### ALABAMA

**SHEFFIELD:** W. B. Hamilton former sales manager of the T. T. Wilson Company in Chattanooga, Tenn., and Leland C. Biggs as partners have purchased the Bevis Lumber and Supply Company here from Fred Bevis, who founded the firm in December, 1947. Located at 732-736 Second Street at the juncture

of the Florence highway, the firm specializes in making FHA-insured residential repairs and will supply a full line of building materials to contractors, including paints and hardware. Biggs is owner and operator of the Tri-City Ready-Mix Concrete Company, which also serves Tusculumbia, Sheffield, Florence, and surrounding area.

**FLORENCE:** Moody Redd, partner with his father in the ownership and management of the Florence Lumber Company, recently returned from a month's motor trip to California—his "first vacation since 'way before the war." He has a box of Kodachrome movies that show the scenery they visited and enjoyed.

### OKLAHOMA

**OKEMAH:** H. E. (Hefty) Woford is new manager of the McIntosh Lumber Company here. He replaced Knox Payne. Woford formerly worked for the McIntosh Lumber Company in Castle.

**DUKE:** The Hinkle Lumber Company here has a new manager—Walter Chenault, of Altus. He replaced Bob Hinkle, who is training with the 45th Division at Camp Polk, Louisiana.

**ENID:** The Long-Bell Lumber Company here was presented an award for providing employment for the handicapped.

### SOUTH CAROLINA

**COLUMBIA:** The Marietta Paint and Glass Company has been granted a charter to deal in paint, glass, building materials, and hardware.

### GEORGIA

**MACON:** The Richardson Lumber Company has petitioned the Bibb Superior Court to grant a dissolution of its charter, without injury to stockholders or creditors.

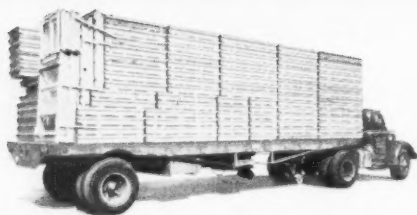
### MISSISSIPPI

**COLUMBUS:** H. H. McClanahan last month rejoined his brothers in the operation and management of D. S. McClanahan and Son, local building material dealers and contractors. He had been in municipal activities in Columbus, first as city engineer and later as mayor.

## Obituaries

**J. ROY NUNNALLY,** 69, died in Monroe, Ga., October 17. He organized the Nunnally Lumber Company and was active in both the Georgia and Southeastern associations of lumber dealers.

**MRS. ERNEST BARROW,** whose

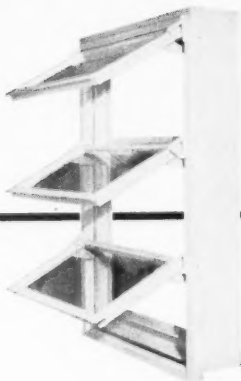


## Standard of the South!

Corrosive salt air, dampness and lime do not affect this solidly built, precision-made, smooth-operating window. The toxic treatment, applied at our factory, affords lifetime protection against rot, fungus and termites. An occasional coat of paint restores and maintains beauty. Hardware is rust-proofed.

You'll find these windows in homes and institutions of all types, because architects, builders, contractors and owners all realize that only in the Gate City Wood Awning Window can they get the permanence, economy and 100% ventilation they're looking for.

Be sure you can supply your trade with the window that has become the "Standard of the South". For full information see your distributor or write Gate City Sash & Door Co., Dept. SBS 11, Fort Lauderdale, Florida.



## Gate City

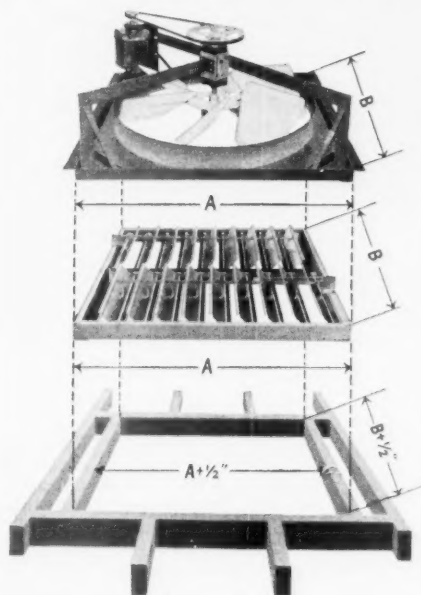
### Wood Awning Windows

Toxic-treated against rot-fungus-termites

Export Sales Representative: Frazer & Co., 50 Church St., New York 7, N.Y., U. S. A. Cable address: Frazer, N.Y.



## The Reed Vertical Air Discharge Attic Fan



**Requires An Attic  
Clearance of ONLY 13<sup>3</sup>/<sub>8</sub>\"**



INSTALLATION DATA		
MODEL	FAN	SHUTTER
RVU-24	32"	32"
RVU-30	36"	36"
RVU-36	42"	42"
RVU-42	48"	48"

**C**ASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog



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**UNIT-FANS, INC.**

Manufacturers of Ventilating Equipment

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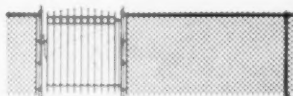
While you're at it...  
Sell them a  
**STEWART FENCE, A RAILING**  
or some other accessory

Your customer may need a fence. Illustrated are two popular, low-cost Stewart fences that fill the bill for most homes. If it's a factory, a large estate or some other type of property, Stewart has a Chain Link Wire or Iron Picket Fence to meet all their requirements.



Iron Picket Fences are made in many designs, in plain and ornamental iron.

Chain Link Wire Fences are available in several heights, weights and styles.



Perhaps they need a railing for a balcony, the stairs, a porch or a stoop. Stewart produces railings for all purposes, in many designs in plain and ornamental iron.



Iron Railings are made in an unusually wide range to meet all home requirements.

Then, too, folks like to dress up their homes with ornamental iron lanterns, interior gates, grilles or trellage work. Some want flagpoles. We have all these items and many more.



Flagpoles are made of standard weight pipe, heavily galvanized after fabrication.



Ornamental Iron Lanterns—bracket and pier types—are available in many styles, sizes and finishes.

So whatever your customer needs along these lines, contact Stewart. Chances are we have it.

Our dealer plan is simple because there is nothing to buy and no stock to carry. It's profitable because Stewart products are priced to allow a good margin for the dealer. And sales resistance is reduced because you are selling nationally advertised products that are well known for their high quality. It will pay you to make Stewart your source of supply for iron and wire fence and metal specialties.

Write for dealer plan today. There is no obligation whatever. If you are interested in some particular item, tell us what it is and we'll send full details.

THE STEWART IRON WORKS CO., INC.  
1746 STEWART BLOCK CINCINNATI 1, OHIO

**Stewart**  
IRON and WIRE  
**FENCES**

family are well known in Texas lumber circles, died after six weeks in a Fort Worth hospital. She attended the dealer convention in Galveston last April, aware it probably would be her last.

**H. S. GRANT**, 58, and his wife, 36, died from asphyxiation in their gas-filled apartment in Spartanburg, S. C., on October 16. President and treasurer of the H. S. Grant and Son Lumber Company, Inc., he and Mrs. Grant had eaten dinner with friends the evening before and evidently were the victims of accidental poisoning from gas fumes as they rested in their living room. He is survived by his son, W. D. Grant, with whom he was associated in the firm; a grandchild, three sisters, and one brother.

**ABE KALLSNICK**, 41, partner in the Petty Brothers Lumber Company in Hot Springs, Ark., died October 13 in a hospital after brief illness. He was active in local civic life as a Mason, Rotarian, and member of the House of Israel and B'nai B'rith. He is survived by his wife, one son, one daughter, two brothers, one sister, and his mother.

**GEORGE F. SNODDY**, 94, died from illness on September 15. Veteran Armstrong, Mo., lumber dealer, he was still partner with his brother, J. D. Snoddy, in a local retail yard at the time of his death. He had survived 12 other business partners. He was a charter member and deacon in

the Armstrong Baptist Church. He is survived by two sons, a daughter, seven grandchildren and 11 great grandchildren.

**JOHN C. JONES**, 44, a salesman for the Southern Builders Supply Company in Shreveport, La., died October 18. He is survived by his widow, daughter, and mother.

**JOSEPH H. GUNTHER**, 52, manager of the Noll-Welty Lumber Company, a wholesale firm in Kansas City, Kan., died October 12. He was well known in lumber circles in Missouri, Kansas, and Oklahoma.

**MRS. M. W. HARDMAN**, 81, mother of Dwight Hardman of the Hardman Lumber Company in Osborne, Kan., died of a heart attack September 2, at her home in Downs.

**DAVID L. WHETSTONE**, 77, owner-manager of the Vesuvius Lumber Company in Montgomery, Ala., until his retirement in 1945, died October 21 at a local hospital. A graduate of the Alabama Polytechnic Institute and a Presbyterian, he is survived by two daughters and four grandchildren.

**J. C. STEELE**, 71, president of the J. C. Steele Lumber Company, died October 21 at his home in Monroe, La., after a long illness. Surviving are his widow, two sons, a daughter, and five grandchildren.

**OSCAR P. PHILLIPS**, 66, proprietor

of the Phillips Lumber Company in Meridian, Miss., died October 18 in a hospital after several months' illness. A prominent deacon of the Baptist Church, he was also a Rotarian. His widow and a daughter survive him.

## Jack Cooper Heads Plumbing Bureau

Jack Cooper, president of the Harry Cooper Supply Company, Springfield, Mo., was elected president of the Plumbing and Heating Industries Bureau at the 31st annual meeting in Chicago, Ill., October 5.

Cooper succeeds George O. Toefer, president of the Maag Company, Milwaukee, Wis., and treasurer of the National Association of Master Plumbers. Toefer continues as a member of the bureau's board of directors.

Other officers elected are: Arnold H. Goelz, vice-president; Earl E. Brown, treasurer; and Norman J. Radder, secretary. Goelz is head of the Kroeschell Engineering Company, Chicago, and Brown is secretary of the Chicago Faucet Company.

# Pull Extra Sales

## and Profits

with the Premier  
**"201"**  
 Sales Promoter

**Free!**  
 This Display Rack

with the **EXTRUDED ALUMINUM**  
**MOULDINGS** Contained in this Deal!

**METAL TRIMS, INC.**  
 P.O. BOX 1072 YOUNGSTOWN 1, OHIO



## Aluminum Window Associations Merge

Eighteen of the largest aluminum window manufacturers in the country are now represented by the Aluminum Window Manufacturers Association, following its merger with the Aluminum Window Institute at a recent joint meeting.

According to Wilson A. Smith, president, the association will continue to promote high quality standards for all types of aluminum windows. The "Quality Approved" seal will be used by manufacturers whose products have been tested by the independent Pittsburgh Testing Laboratory and meet the structural standards of materials, construction, strength of sections, and minimum air infiltration.

Herbert S. Black, Jr., is secretary of the association, with headquarters at 74 Trinity Place, New York 6, N. Y.

Active association members include: the A. B. C. Steel Equipment Company, Inc.; Adams and Westlake Company; Aleasco Products Company; All-Lite Metal Window Company; Aluminum Home Products Company; William Bayley Company; Cupples Products Corporation; Michael Flynn Manufacturing Company; General Bronze Corporation; Aluminum Window Corporation.

Metal Arts Manufacturing Company, Inc.; Parts Division of the Reynolds Metals Company; Sterling Windows, Inc.; J. S. Thorn Company; Timm Industries, Inc.; Union Aluminum Company, Inc.; Universal Window Company; Ware Laboratories, Inc.; and the Windalume Corporation.

The Aluminum Company of America and the Reynolds Metals Company are associate members.

## Jumbo, the Elephant Proves Door Strength

Inspired by the saying that "elephants will not walk on anything that will not support their own weight," the General Plywood Corporation secured "Jumbo," a 2,000-pound elephant from Benson's Wild Animal Farm, to walk on their new flush plywood doors.

This dramatic way of proving the strength and endurance of these new doors has attracted much attention. After standing on

the door, placed on blocks at each end and unsupported at the middle, Jumbo made no scratches or impressions on the face of the door, and the glue lines held firmly.

## FHA Paid Tribute By Upson Company

As a special tribute to the Federal Housing Administration on the FHA's 16th birthday, the Upson Company, the world's largest producer of laminated fiber panels for walls and ceilings, published

a four-page folder entitled "Let's Get Better Acquainted with your Friend FHA."

Underneath a photo of the entrance of the FHA building in Washington, D. C., on the cover of the folder, the Lockport, N. Y., manufacturer printed: "Our congratulations to the Federal Housing Administration who this year celebrated their 16th birthday . . . and who during this period have assisted nearly 13 million families to build, buy, refinance or improve their homes, or to live in new rental units financed with FHA insurance."



**PRECISION ALUMINUM WINDOWS**

MEMBER OF AWMA

**OUR PRODUCTION IS UP 400%  
IN 90 DAYS**

*Why?*

1. Completely weatherstripped
2. Factory glazed with Neoprene
3. Removable and adjustable Sash Balances
4. Extra wide and heavy extrusions
5. Stainless Steel Hardware
6. Adjustable Sweep Lock
7. Modular Construction

All these features place Metal Art Windows among the finest, strongest, and most beautiful windows available at any price.

**PLUS:** Excellent delivery and service. Let us prove it to you.

**METAL ARTS MANUFACTURING COMPANY, INC.**  
P. O. BOX 4144 ATLANTA, GA.



## Free Literature

Order on the Printed Helps coupon. Cut from page 7.

**K-1. PERMALITE JOB DATA** is contained in a new 50-page brochure. Completely illustrated, it contains information on typical Permalite jobs throughout the country. Examples of

Permalite's use in base coat plaster, plaster fireproofing of structural steel, acoustical plaster, and insulating concrete are described in examples. The Great Lakes Carbon Corporation, Building Products Division, 18 East 48th Street, New York 17, N. Y.

**K-3. APPLYING SHELLAC.** "How to use shellac for best results" is a 17-page booklet that tells proper application for shellac to floors, walls and woodwork, and various types furniture. Specifications for use and application of shellac, for architects' files, are also available. A promotional piece, describing shellac as

"good to look at but tough as they come," reports test results of shellacked gymnasium floors and other shellac uses. The Shellac Information Bureau, 65 Pine Street, New York, N. Y.

**K-4. BATHROOM CABINETS.** Standard medicine and shower cabinets, lavatory clothes hampers, access doors, shower doors, and other miscellaneous builders' items are pictured and described in a new booklet. The Standard Steel Cabinet Company, 3701-15 Milwaukee Ave., Chicago 41, Ill.

**K-5. "TIMBER for Military, Commercial, and Industrial Buildings"** contains many pictures of wood uses during construction and after completion of various types of buildings. Other available free literature is also listed. The Timber Engineering Company, 1319 18th Street Northwest, Washington 6, D. C.

**K-6. MATERIAL - HANDLING EQUIPMENT.** A new 24-page, two-color catalog describes Rapistan material flow equipment. Fully indexed, the booklet contains application tips, construction features, and specification charts. The Rapids-Standard Company, Inc., 342 Rapistan Building, Grand Rapids 2, Mich.

**K-7. PORTABLE CONVEYOR.** The fields of use and products handled by the Barber-Greene model 374 heavy-duty portable conveyor are described in bulletin 374. Sketches show applications of conveyor and such accessories as feeders, screens, hoppers. Other Barber-Greene equipment is shown. The Barber-Greene Company, Aurora, Ill.

**K-8. FURNACES.** Two colorful bulletins—one on utility furnaces and the other on gravity furnaces—are available from the makers of Mor-Sun gas- and oil-fired pressed-steel heating equipment. The utility furnace bulletin gives all data on counter-flow models for perimeter heating. Sketches, specifications, and other general data are given for both furnace types. Morrison Steel Products, Inc., Buffalo 7, N. Y.

**K-9. ALUMINUM ROOFING.** A new folder and two catalog sheets describe New Holland roofing and siding. The selling points for both crimped and corrugated types are listed. Specifications of aluminum eaves troughs and conductor pipe are included. The New Holland Metals Company, Mountville, Pa.

**K-10. TRUSSED RAFTERS.** The origin, development, and wide acceptance of Teco trussed wood-frame rafters are explained in a new three-color booklet. Various uses are pictured and sketched. Other descriptive literature is listed. The Timber Engineering Company, 1319 Eighteenth Street N. W., Washington 6, D. C.

**K-11. WALL LAMPS.** Thirty-three Wallamp wall lighting fixtures, 20 of which are new designs, are shown in a new colorful catalog. They include designs with a variety of motifs, for every room, including one for indirect

*Everybody Profits!*

Promote The Use Of Ready-To-Install

**COMPLETE WINDOW UNITS**

Equipped With **MONARCH METAL WEATHERSTRIP**

They PREVENT WASTE OF MATERIALS

They HELP GET THE JOB DONE FASTER

They ASSURE BETTER CONSTRUCTION

They CONSERVE VALUABLE MANHOURS

You can help your builder customers check their mounting spiral of costs by urging them to use precision-made Complete Window Units, assembled at the mill or by your millwork jobber.

Complete Window Units contribute in several ways to the reduction of building costs — by preventing waste of both time and materials — by eliminating on-the-job fabrication labor — by cutting days or weeks from pressing completion dates — and by putting more quality into a sounder, more satisfactory job.

Experience has proved everybody can profit — the home owner, the builder, and you — through the use of Complete Window Units. Recommend them to the builders who buy from you — and help keep the cost of building down.

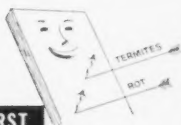
Get **COMPLETE WINDOW UNITS** From  
Your Sash And Door Jobber

Published in the interest of better and more economical building construction.

**Monarch®**  
**METAL WEATHERSTRIP CORPORATION**

6343 ETZEL AVE. • ST. LOUIS 14, MO.

# Lumber dealers should know these facts about pressure-treated lumber



## FIRST

**PROTECTION**—Treating of lumber preserves it—just as alloys preserve metals. The purpose is to protect lumber against costly rot and termite damage.



## SECOND

**PRESSURE TREATMENT vs. Surface Application**—Authorities say that pressure treatment provides the only sure, lasting protection to lumber.



## THIRD

**OTHER QUALITIES TO LOOK FOR**—For greatest usefulness, preservatives also should be clean, odorless, paintable, non-leaching and non-corrosive.



For complete information about **WOLMANIZED** Pressure-Treated Lumber, write for free booklet.

\*Reg. U.S. Pat. Off.



## FOURTH

**WOLMANIZED** Pressure-Treated Lumber combines all these requirements—lasts 3 to 5 times longer than untreated wood, because it's treated under 150 lbs. pressure per square inch. Protection is deep in the wood fibers. It's clean, odorless, paintable, non-leaching, non-corrosive. Wolmanized Pressure-Treated Lumber has been proved in use for over 25 years. It will prove its value to your customers and boost your good reputation as a dealer who knows the answers to rot and termite problems.

## AMERICAN LUMBER & TREATING COMPANY

General Offices: 1680 McCormick Bldg., Chicago 4, Illinois

Branch Offices: Baltimore, Boston, Jacksonville, Fla., Little Rock, Ark., Los Angeles, New York, Portland, Ore., San Francisco



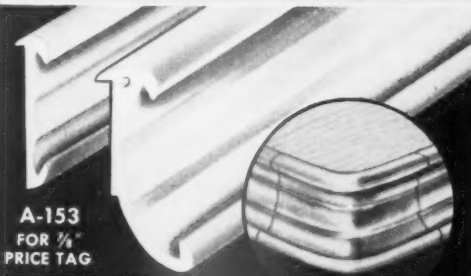
It pays  
to use

**WOLMANIZED  
PRESSURE  
TREATED LUMBER**

# Trimedge

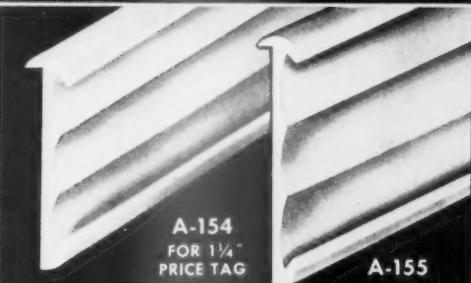
REG. U. S. PAT. OFF.

## PRICE TAG MOULDINGS



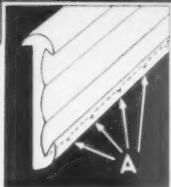
**A-153**  
FOR 3/4"  
PRICE TAG

**A-175**  
FOR 1 1/4" PRICE TAG



**A-154**  
FOR 1 1/4"  
PRICE TAG

**A-155**  
FOR 1 1/4"  
PRICE TAG



with the  
**Exclusive Built-in  
NON-SLIP  
FEATURE**

Engineered for greater visibility, less confusion, faster traffic, increased sales. Check these features: Price markers instantly visible—price tags cannot be accidentally moved or dislodged, and can be changed instantly—no fasteners—modern and business-like. Price Tag Mouldings are designed for easy, economical installation.

**ARCHITECTS  
CONTRACTORS  
CHAIN STORE  
EXECUTIVES**

Write for illustrated  
folder **TODAY!**



**TRIMEDGE, INC.**

4021 MAHONING AVE., YOUNGSTOWN 1, OHIO

lighting. LaSalle Products, Inc., 145 Seneca Street, Buffalo 3, N. Y.

**K-12. VANITORY AD MATS.**  
Available mats for dealers' local newspaper advertising of Formica Vanitory built-in lavatories are shown in volume two, number three of *This Formica World*. The Formica Company, 4614 Spring Grove Avenue, Cincinnati 32, Ohio.

**K-13. TERNE METAL ROOFING**  
for homes is described in a 16-page consumer brochure that shows applications on homes in beautiful full color. This roofing's "tensile strength of steel plus corrosion resistance of lead" is explained for architects,

builders, and home-owners. The Follansbee Steel Corp., Pittsburgh 30, Pa.

#### TEAMING HARDWARE

(From page 28)

that many to have a full selection. And we keep ourselves in horse shoes for 12 or 15 country customers who come in occasionally and buy perhaps \$10 worth at a time. They evidently do their own blacksmithing, for I don't know of any blacksmith shops within miles.

"We were doing pretty good with horse shoes until a riding stable closed down. Now we are reduced to those 12 or 15 customers who are fairly regular. How long their horses will live and how long they will be customers, I don't know. But I do know that we haven't lost much money on horse shoes and that when one of those customers comes in he buys other items.

"The point is, we have maintained that stock of horse shoes for the purpose of developing in those 12 or 15 customers the habit of coming to our store. When they quit buying horse shoes and we go out of the horse-shoe business, we hope those few customers will keep coming, and will keep bringing others with them, as they usually do."

Ed's brother, Vaile Henry, is treasurer of the company and W. W. Richardson is secretary. According to Ed Henry, who is past-president of the Tulsa Lumbermen's Association, they deserve an equal share of the credit for transforming a country store into an establishment with the "new look" in merchandising.

**NATIONAL**  
  
**WOODWORKS**

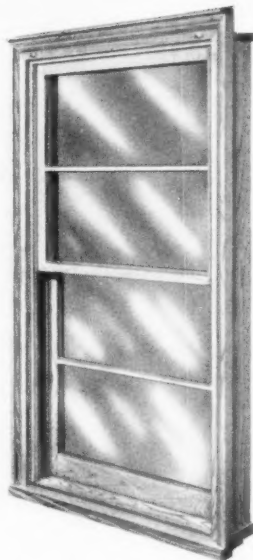
## A Good Deal for Dealers

# National Window Units

The Complete Packaged Units  
that offer Every Advantage

National Window Units come complete. Each individual unit arrives at your warehouse with the sash prefitted to the frame, Unique Balances and weather-stripping in place, and the all-aluminum screen ready to set.

The low prices and the easy handling make them easy selling and a favorite with dealers throughout the South.



**Prompt shipment on trailer-load quantities.**

Write for price schedules and the new catalogue — complete line of Windows, Doors, Millwork.

## NATIONAL WOODWORKS

2201 29th Ave., North

BIRMINGHAM 7, ALABAMA

#### Slight '49 Decline In Wood Preservation

Wood - preservation statistics, compiled by the United States Department of Agriculture, show that about one per cent less wood was given preservation and fire-retardant treatment last year than was treated in 1948. The 1949 volume totaled 290,555,934 cubic feet of wood treated compared with 292,357,303 for 1948.

Treatment of construction timbers, poles, and piles increased in 1949; while treatment of cross-arms, cross-ties, switch ties, and miscellaneous products decreased. Use of creosote and creosote-coal tar solutions increased in 1949, while treatment with creosote-petroleum solutions, and creosote-petroleum fortified with pentachlorophenol, decreased.

The South, with more than 40 per cent of the plants, treated about half the total production.

A complete report on wood treated in the United States and on the preservatives used is available from the American Wood-Preservers Association, 839 Seventeenth Street N. W., Washington 6, D. C.

## BEN P. EUBANK

(From page 29)

the uncertainty of the international situation, he is cautiously keeping his inventory low.

Sixty per cent of the Eubank company's volume comes from contracting — mostly remodeling old estates and building high-quality homes. Eubank employs a contracting crew of 40 men the year 'round. Some of the workers have been with him since he started his own business.

His first big contracting job was building a home on the experimental farm of the Republic Steel Corporation. He also erected the all-metal dairy and cattle barns on that farm.

W. A. Combs, a wholesale lumber dealer who knows Eubank well, says he has built up a prosperous business because he is a hard worker, has a host of friends, and a knack for doing things others can't do.

"For example," Combs says, "Ben sells mostly from personal contacts and service. Some customers order things without even asking the price."

Eubank has been treasurer of the Bluegrass Automobile Club for 20 years. He is a member of the Optimist and Pyramid Clubs, the Police and Firemen's Civil Service Board, and a past-president of the exclusive, 90-year-old Lexington Club and the Central Kentucky Lumber Dealers Association. He is a Shriner and an active member of the Calvary Baptist Church.

When asked about retiring, Eubank shifted his cigar from one side of his mouth to the other and pondered. Then, with a twinkle in his eye, he replied, "No, not yet. I guess my credit is too good; I still have debts to pay."

## CREOSOTED POSTS

(From page 31)

substantially while these signs have been in place about a year.

This increase in post sales volume is important and appreciated, but by far the greatest result is that the signs pull new customers off the highway and bring them to the McKee yard. When customers have been sold on the idea of creosoted posts as a long-lasting quality product, most of them continue to give McKee the bulk of their materials business.

Another factor that makes promotion of this department so important is the fact that the average post buyer is a farmer with a truck. When he is made into a regular customer of the yard, it in effect enlarges the yard's operating territory, because the farmer comes from afar.

As everyone knows, the pressure-treated creosote post is a quality product but it is not a

price bargain. The farmer who comes to buy posts can buy a dozen different kinds of posts cheaper . . . but only in first cost.

McKee said that when he first started selling creosoted posts local farmers were buying almost nothing but hedge or cedar posts. Now few bother with hedge posts, because they are hard to install and they are not cheap—considering first cost, time, and labor.

Creosoted posts are sold by showing the farmer that his creosoted-post investment, when properly figured over a 30- to 50-

**LOKTITE COVERS EVERY CUSTOMER NEED**

**SAFETY**

**BEAUTY**

**ECONOMY**

**Only LOKTITE HAS "ALL 3"**



### BEAUTY

Double-thick butts deepen roof shadows, show sturdy, distinctive character.



### SAFETY

Exclusive double-lock at each exposed corner protects against storms and high wind.



### ECONOMY

2 to 4 thicknesses everywhere means longer roof life—without repair costs. Loktite's larger shingles cost less to apply.

Safety, beauty, economy—this trio includes every feature your customers want in roofing . . . features no other roofing can offer.

In your area this summer hundreds of new roofs will be put on or old roofs replaced. Most customers want the best, and appreciate the economical. Be ready—show them LOKTITE for sure sales.

WRITE or WIRE today for full details about Loktite.

## AMERICAN ASPHALT ROOF CORPORATION

Kansas City 3, Mo.  
7600 Truman Road

Member Asphalt Roofing Industry Bureau  
E. St. Louis, Ill.  
31st. & St. Clair

Salt Lake City 10, Utah  
1674 Beck

Ft. Worth 7, Tex.  
2316 West 5th



year span, is cheapest in the long run.

All sizes of creosoted posts are carried in the McKee stock, including sizes for the customer who buys two for his wife's clothesline. All are round, peeled yellow pine, pressure-treated with creosote against insects and decay.

The most popular size is the regulation fence post—4 inches in diameter by 6½ feet long—which sells for 81 cents. An 8-inch by 8-foot corner post brings in \$4.22.

The average customer buys 100 posts at a time, which makes the purchase total about \$100. Many buy creosoted posts to make stockades for cattle. A few, of course, are used in industrial buildings and for bridge piling.

Repeat business on posts is common. A farmer who starts using creosoted posts and notes their quality performance is apt to decide to replace all his posts, as needed, with the creosoted variety. When he bought his first order of posts from the McKee Lumber Company he was told that creosoted posts could be taken up and moved if he decided to change the fence line; whereas most other

posts would have to be replaced because their condition would not justify the labor used in putting them down again if they were left in the ground for a considerable time.

Another point in favor of the creosoted post is that it can be painted white if primed with aluminum paint for a first coat. Owners of show farms in this area have put in these posts and painted them white.

All Dealer McKee has to do when this subject comes up is to tell the prospect where farms are that use such posts which have been painted. Only a mile or so down the highway, a large purebred cattle farm has white-creosoted posts all around.

W. R. McKee spent 28 years with the Pickering Lumber Company in Kansas City. He established the yard in Corsicana, Tex., in 1936, and the yard in Lee's Summit in 1943. W. R. (Bill) McKee, Jr., is associated with his father in the management of both yards.

The Lee's Summit plan of handling the creosoted-post department is followed in McKee's Texas yard

with almost the same happy results in profits—and repeat customers.

## NEEDS HARDWARE

(From page 35)

struction job," the manager says. "It gives us a chance to sell everything else. When we sell lumber, we go after the door and window sales. Putting that over is a natural for our next sale—builders' hardware."

Dealer Bill Shinneman's most popular builders' hardware is a medium-priced line. He keeps this full line in stock. Higher-priced merchandise is sold on special order from catalogs and samples.

A complete supply of small power tools and hand tools attracts carpenters and contractors. Well-advertised brands are featured.

From his extensive experience in the hardware and lumber business this man offers these three rules for building volume from hardware items:

1. Show samples in the store and when calling on customers. Keep displays complete and neat.
2. Be prepared to order anything a customer wants that is not in stock.
3. Push hardware with every bill of lumber sold.

## ASHVE Increases Research Projects

The American Society of Heating and Ventilating Engineers has signed agreements for one-year periods of cooperative research with seven colleges and universities.

These include the College of Medicine, University of Illinois, Chicago; Case Institute of Technology, Cleveland, Ohio; Kansas State College, Manhattan, Kan.; Michigan State College, East Lansing, Mich.; Cornell University, Ithaca, N. Y.; University of Minnesota, Minneapolis, and the University of Florida, Gainesville.

These agreements provide for a grant of funds from the ASHVE for research in fundamental problems of heating, ventilating and air-conditioning. Forty per cent of the membership dues in the society are spent for research.



## OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6¾" and 9"  
to be laid in Mastic.

**HURTSBORO OAK FLOORING CO., INC.**

PLANT AT  
HURTSBORO, ALABAMA  
Phone 129



## LURES WOMEN

(From page 32)

After 14 years in the old building, the Beach company decided it could better serve its growing clientele by erecting a new display building and by rearranging its lumber yard for maximum efficiency in handling materials. Between the lumber storage shed and store, ample space permits trucks to be loaded or unloaded quickly at a long loading platform on the store side or at the lumber storage shed.

Doing a building supply and lumber business in a resort city 18 miles from the nearest railroad freight station and in competition with large and aggressive dealers in near-by Jacksonville presents a few problems. Transportation is the major one.

All merchandise sold by the Beach Lumber and Supply Company has to be brought by truck from Jacksonville. This adds to the delivered cost of everything handled and makes it impossible for the Beach company to compete with Jacksonville dealers on strictly a price basis.

As the Jacksonville dealers freely advertise prices in Jacksonville papers, the Beach company can only overcome this competition by giving service that the Jacksonville dealers can not give as readily. Such a service is the delivery of small orders, which most Jacksonville firms can not afford to do for beach residents. In giving quick delivery service, the Beach company holds business it might otherwise lose.

The management has been aggressive in the use of radio and newspaper advertising. Jacksonville Beach has only a weekly newspaper, but it is read by almost everyone in the town for its local news.

Many Jacksonville Beach residents work in Jacksonville, which makes it easy for them to stop there at noon or while driving home. So to keep up its volume, the Beach firm stresses the convenience of shopping at the beach and the services that are not readily obtained in the city.


In the past, the company has experienced losses in extending credit to poorly financed contractors. But such losses have been reduced to a minimum recently through stricter credit terms.

In dealing with small contractors who do not have the cash to pay for materials until a job is completed, the company insists that the home-owner give a joint check for the job. This makes it necessary for the contractor to bring it in and make settlement for materials before getting his share.

Another type of credit customer buys "bargains" in Jacksonville for a job on the beach and then expects credit on other materials for the same job. The Beach Lum-

ber and Supply Company refuses firmly but courteously to extend this type of accommodation, when they are aware that the situation exists.

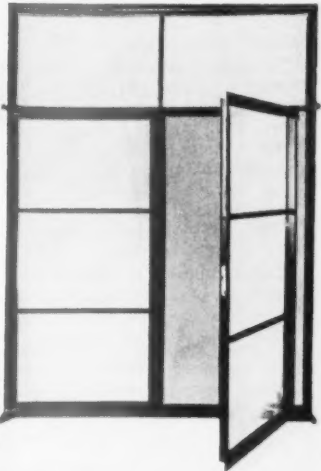
To make up for any business that may be lost by its necessary adherence to stricter credit terms, the Beach company is pushing FHA Title I home improvement loans through radio and newspaper advertising. They also have recently engaged in construction of homes on a contract basis but they do no speculative building.




**EMPIRE**  
STEEL  
**WINDOWS**

**A Complete Line  
of  
Finer Windows**

**Residence Casements  
Architectural & Commercial  
Awning Windows Commercial  
Projected Windows Pivoted  
Windows Security Windows**






**Southern Made  
for Southern Builders**

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

**DECATUR IRON & STEEL CO.**

Decatur  Alabama

**Serving Southern Builders for Over 60 Years**

## RESORT SELLING

(From page 33)

Most of them do part of their own construction work. Some of them do it all with native help, depending on their training and experience in various skills. Some of them discount experience and skill and try to do it all without either.

A common problem is a hole left for a window frame which fits no frame of standard dimensions. Result? Hanlen stocks no ready-made frames, since their sale is infrequent.

The question of credit and financing is uppermost in any building transaction.

"When a man builds a home, he usually has arranged financing in advance, having a choice of bank loans, building and loan plans, direct reduction loans, G-I loans, and others in which the completed home becomes the security," explains Hanlen.

"But the man who starts to build a cabin resort will find the banks quite cool to his need for money. In past years some finan-

cial institutions took a 'walloping' loss on resort property."

In the Ozarks, the resort owner must make his money between Decoration Day and Labor Day—May 30 to the first Monday in September. During the other months he works on his property. He spends from \$1,000 to \$2,000 each season advertising his place and improving it for customers. Banks figure that, while they have been coming in droves in recent years, tourists may sometime be forced to cut down on traveling for economic reasons.

For the present, the resort owner's income may be large and his profits likewise. But since so much depends on other people and profits depend largely on management, his situation is precarious as a financial risk.

Consequently, most of the buyers in the O'Brien yard pay cash. Any request for credit is checked with double care. Naturally many customers have ample credit and funds to do whatever they like, which they transfer to this locality. The point is to find out in advance. The Missouri lien law is a good one, but no one wants to sell

construction merchandise and have to collect by lien.

As a result of this financing picture, many resort builders construct as their finances permit. It is common for a person to buy a site and build one cabin, which he rents while building others. Sometimes a resort builder runs out of money and goes back to his home town to earn more before completing the project. Construction is going on in this locality all the time, according to Hanlen.

"There are only three or four competent carpenters in the whole area," Hanlen says. "Carpenters of a sort are available at common labor prices, which has led, to some extent, to excessive construction costs. The experienced builder could contract most of the projects and build them for a third less than the actual cost merely by following efficient methods."

Hanlen helps them avoid these mistakes, if he can. Building without a plan is common. This leads to costly mistakes.

A 20-by-15-foot cabin costs about \$2,000. Native oak, bought from local sawmills, is used mostly for the framing.

Consequently, the selling picture is decidedly one of service. Paint is sold with instructions for its use, and roofing is, too. Much advice is asked for and cheerfully given. It must not, however, be given to every customer, because some of them who know what they're doing resent it.

Resort customers are diligent shoppers, too. They send for catalogs and read magazines and newspapers for lumber and other building material prices. They are often confused by an advertised St. Louis price on some material, and fail to allow for the cost of transporting it to their site.

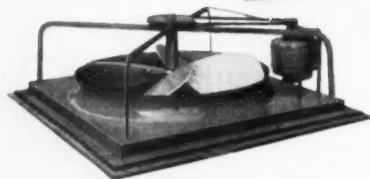
To offset this, Hanlen's remedy is to take a page from a catalog or newspaper, paste it in the window, and compare O'Brien prices with the delivered price of the out-of-town competitor.

The yard has been furnishing pipe-threading equipment on request by pipe buyers, but this practice will be discontinued as soon as the pipe-threader wears out. One reason for this is that the equipment is usually abused. Another is that the firm does not want to be in the plumbing business although it does want to sell plumbing supplies and pipe.

Hanlen has found that the de-



**we want the best dealers available!**



the type who know something good when they see it... to start early—right NOW—planning for the biggest season they've ever had with a top-notch line of Wind-Way vertical discharge Ranch-House Package Fans.

We KNOW our product is good—we KNOW what can be done with it—we WANT the proper dealers to do it. This is a new, engineered, PROVEN fan—backed by years of fan-building experience. Write for a full description of it—and for information about our dealer proposition.

**WIND WAY** Fan and Ventilator Company

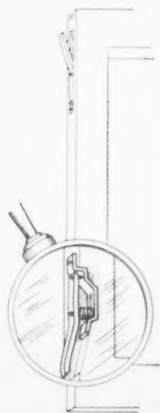
531 St. Joseph Street, New Orleans 12, La.

## WINDOWS LIFT IN AND OUT INSTANTLY!

**no more  
sash  
weights  
or  
cords**



**...the modern method  
of Window Control!**



To remove, just press toward the "Kwik-Out" side, tilt, and lift window clear! Wash, putty or paint window when it's OUT of the jamb! To replace, merely insert "Kwik-Out" side of window in jamb, press, and drop other side of window into jamb. No tools, no fuss!

"Kwik-Outs" fit all sizes of wood sash—take only 20 minutes to install—new windows or old—are priced at only \$1.65 for a complete set of four!

"Kwik-Out" equipped windows "stay-put," yet are easily raised or lowered. No sash cords, weights or other "balancers" are needed; nothing to wear out or break! Get complete information or order a set on a "satisfaction-or-money-back" basis. Send the coupon today!

**Distributors: Some territories  
still available. Send coupon.**

### **R.C.S. TOOL SALES CORPORATION** JOLIET, ILLINOIS, U. S. A.

- ☐ We are enclosing check for \$1.65. Send us one "Kwik-Out" set, postpaid.  
☐ Send us complete literature and name of nearest "Kwik-Out" Distributor.  
☐ We are Distributors. Please send us further details.

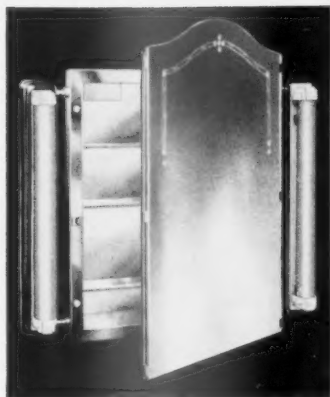
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_



## **THE CABINET THAT HAS EVERYTHING**

Here is a cabinet that, in beauty as well as utility, stands unsurpassed by even the most expensive cabinets on the market, yet it is very moderately priced.

It is outstanding in appearance not only because of its fluorescent lighting and polished plate mirror, but also because it is chromium plated inside and out.

Other features are: A junction box which reduces electrical installation costs. Piano hinges. Convenience outlet. Cushion-spring door stop. Razor blade drop. All wires encased.

**WRITE  
FOR  
LITERATURE**

### **18 Models**

Write for descriptive literature on our complete line of bathroom cabinets.

## **IDEAL CABINET CORPORATION**

Division of Deslauriers  
Column Mould Co., Inc.

7726 Joy Road

Detroit 4, Mich.



mand for merchandise is also different in a resort area. While knotty pine is a good seller almost anywhere, here it is one of the main lumber items and one on which the average buyer has obtained a price from Maine to California.

Casement sash in wood also is a popular number. Other items in frequent demand are plywood, asphalt tile for floors, insulating and sound-proofing materials, roofing, and paint.

## SPECIAL BINS

(From page 30)

Stockroom supplies of tileboard, which back up samples on the selling floor, are kept neatly classified and safely stored on Woodward's second floor. The tileboard is stored flat in a specially-built rack that holds about 100 sheets.

The rack keeps 12 colors of tileboard separated in bins. Each bin is marked by color, size, and price. This enables the salesman to remove the desired board from stock quickly and easily. He notes the

signs on the bins to locate the tileboard his customer wants, and then pulls a sheet off the top.

Plywood is stored in a similar manner.

Clever planning is also in evidence in the trays of metal trims built onto the side of the tileboard rack. This arrangement saves time by permitting quick identification of the different types of trims. It saves steps by keeping related items together.

A rack to hold the reserve supply of doors is another well-thought-out arrangement. Each type and size of door is stacked flat in its own level bin. Fiberboard strips attached to bottom cross-pieces in each bin keep the bottom door from becoming marred by the weight of the stock and by sliding in and out of the bin.

Binning is also used to advantage in Woodward's well-planned cabinet shop. There is no such thing as a scrap pile in this shop. Every unused piece of wood is "filed" away for future "reference" in custom-built bins. Each bin is two feet square by three feet deep. Ten of these bins stand in

two horizontal rows along one wall of the shop.

By saving the scrap plywood and lumber, Woodward's cabinet-makers seldom need to cut up large stock pieces of wood and thereby make more scrap. They simply walk over to the size and kind of scrap needed. In less than a minute after a worker leaves his bench for a piece, he is back at work — instead of scrambling around in an ordinary scrap pile, looking for "a piece of four-by-four pine about so long."

In Woodward's yard all upper grades of lumber are stored in a shed just outside the door of the cabinet shop. Thus it is quickly accessible to both shop workers and the pick-up trade. This dealer also separates common lumber in his sheds and identifies it by grade and size with signs attached to dividing studs.

## Dwelling Units Up 23.6% Since 1940

Reflecting the tremendous post-war housing boom, the 1950 population census has recorded the fact that the number of dwelling units in the U. S. has increased 23.6 per cent since 1940.

This compares with a 14.2 per cent increase in population during the same period.

The numerical increase in dwellings—from 37,325,470 in 1940 to 46,151,170 in 1950—was the greatest in any decade, according to Census Director Roy V. Peel.

Florida has a 62.8 per cent increase.

## FPRS Sections Discuss Wood Industry Problems

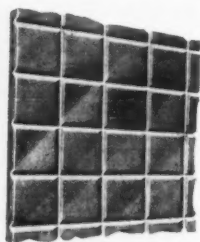
Like other local chapters of the Forest Products Research Society throughout the nation, the Southern sections recently conducted a series of meetings for men engaged in associated forestry industries and interested guests. Local problems in the wood products field were discussed.

The Virginia-Carolinas section held a technical meeting at the Hotel Roanoke, Roanoke, Va., on November 3.

The Deep South section met in Memphis, Tenn., October 26-27 at the Peabody Hotel.

The Florida-Georgia-Alabama group met in Valdosta, Ga., October 13-14.

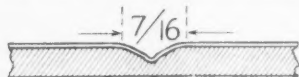
the new patented  
flared score line



Our research program provides constant improvements . . . creates new markets and more profitable sales for you.

# MIRATILE

the widest score line made today



the most realistic reproduction  
of a true tile joint

Miratile gives you these very important features . . . Baked Enamel PLASTIC FINISH . . . One Grade of Board with deluxe high gloss finish . . . Half Scored Line on two adjacent edges . . . SIX distinctive patterns, 15 beautiful colors, supplied in 4'x4', 4'x6' and 4'x8' sheet sizes . . . High Quality at low cost.

MIRATILE Panels are Products of the Tileboard Panel Division

### WRITE FOR SAMPLES

of Miratile and details on exclusive territorial distribution.

MIRATILE  
MANUFACTURING COMPANY, INC.  
400 WEST 81ST STREET • CHICAGO 20, ILLINOIS



## Sell *Ideal* Kitchens



**for profit  
and prestige**

Unit for unit—there's not a better kitchen made! Dealers are quick to see the rich potentials of IDEAL Kitchens . . . just as consumers are quick to praise their quality features . . . and buy! With every sale of an IDEAL Kitchen, you win another satisfied customer.



*Manufactured by*

**IDEAL COMPANY ☆ Waco, Texas**



*"America's Favorite  
Residential Floor"*

## NORTHERN HARD MAPLE

MAPLE FLOORING MANUFACTURERS ASSOCIATION

Suite 556—Pure Oil Building, 35 East Wacker Drive

CHICAGO 1, ILLINOIS

## PAINE REZO DOORS

beauties from every point of view

### Look Inside

— interlocking wood mesh core provides dimensional stability

### Look Outside

— plywood faces are matched for figure and color

### Look Onside

— 1 3/4" standard thickness for unsurpassed rigidity and strength

**and  
Look**

### at the Unconditional Guarantee of Satisfaction

a product warranty backed by more than four million installations and the world's largest exclusive producer of cell-type flush doors.

Is it any wonder that Paine Rezo is the door most specified, most demanded and most insisted upon by architects and contractors everywhere. See Sweet's File or write directly for data bulletin.

*Manufactured by the*

**PAINE LUMBER CO., LTD.** *Oshkosh, Wisconsin*

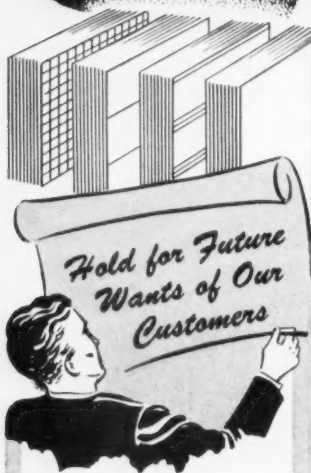
ESTABLISHED 1853



# INVENTORY INVESTMENT

IN  
*Wal-lite*  
BAKED ENAMEL

# TILE BOARD



A Wal-lite inventory can be worth more to you than money in the bank—because it will earn more profit. Wal-lite is essentially a remodeling and modernizing material of greatest importance during periods of widespread conversion. With more conversion at hand many of your customers will convert their single dwelling unit to multiple use. Extra baths and kitchens will need Wal-lite. Be ready. Have ample stocks of Wal-lite on hand at all times. You'll be glad you did.

DON'T WAIT—CONTACT  
YOUR JOBBER TODAY.

*Wallace*  
Manufacturing Company  
10th & Fayette, N. Kansas City, Mo.

## NOTES ON MANUFACTURERS

HOUSTON, TEX.: Thomas J. Roberts, district manager, and Seth H. Hinkley, staff manager, were inducted into the Quarter Century Club of the Johns-Manville Sales Corporation for completion of 25 years with the firm. They were honored at a dinner at the Warwick Hotel.

CHECOTAH, OKLA.: A lumber mill is being built here by E. E. Sheppard, veteran lumber manufacturer. It will dress select lumber.

HOXIE, ARK.: J. T. Talkington, manager of the Arkansas Oak Flooring Company, opened the yard for operations on October 9.

BISHOPVILLE, S. C.: The Mann-

ing Woodworking Company has been granted an incorporation charter to engage in the manufacturing and selling of lumber and building materials. G. A. Stuckey is president.

ALHAMBRA, CALIF.: The Moisture Register Company, makers of electronic instruments for testing moisture content, has been elected to membership in the American Society for Testing Materials.

GREENSBORO, N. C.: The local office of Plaskon Division of the Libbey-Owens-Ford Glass Company has been moved to Lenoir, N. C., at 490 West Harper Street.

CHARLOTTE, N. C.: Joseph Morningstar, president of Paisley Products, Inc., has announced that his firm has opened a sales and technical service office at 825 West Morehead Street. It will serve the Carolinas and parts of Virginia, Georgia, and Tennessee.

LITTLE ROCK, ARK.: Lumbers, Inc., has been granted a charter for buying and selling timber, hardware, and to operate sawmills.

HOUSTON, TEX.: The Westheimer Lumber and Door Company, makers of various wood products, was incorporated recently.

### Cabinet-Door Details

A simple working drawing for the construction of cabinet doors is available free from the sales engineering department of Masonite Corporation, 111 West Washington St., Chicago 2, Ill. Ask for drawing No. AD-190.

The facing of the door is  $\frac{1}{8}$ " tempered hardboard, which has proved popular in both custom-built cabinets and those manufactured by leading companies.

### Marquette Wins "Oscar"

A bronze "Oscar of Industry" trophy was presented to the Marquette Cement Manufacturing Company at a banquet in the Hotel Statler in New York City, on October 30 by judges of the Financial World Annual Report Survey.

This is the sixth consecutive year that Marquette has won top honors in the competition, in which over 5,000 reports were submitted for consideration.

### FACTORY REPRESENTATIVE WANTED

Large building materials manufacturer needs man to take over partially developed Southeastern territory with headquarters in Atlanta. Automobile furnished, expense allowance, salary, bonus compensation and retirement plan. Prefer a man with experience in lumber yard, wholesale house or factory sales. Address returns Box 18, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 3, Georgia.

### WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS  
FROM COAST TO COAST

Manufactured by

THE WEL-BILT PRODUCTS  
COMPANY

P. O. Box #95

Memphis, Tennessee

## NRLDA MEETING

(From page 50)

"This nation is gripped by a fear," he insisted, "and a defeatist attitude, for we are afraid of Russia and that's not what we should be afraid of. What we have reason to fear is ourselves. For the power of a dictator is not as dangerous as the apathy of a people. In all my experience as a newspaper man I have never seen a people so lacking in the faith of their forefathers."

Wood said Communism is dead in Russia, has been replaced by Kremlinism, and that Stalin will not live more than five years—perhaps only three.

"We will win out over the Kremlin," he continued, "if we can hold out for five more years and keep prosperous. And we can keep prosperous if we can stop all con-

sideration of Socialism, and welfare spending, by our Government. But remember that 'planned economy' is only another designation for Socialism. We must stop this useless Federal spending. That is the road to Socialism."

Reporting for the Materials Handling Committee, Chairman James F. Mack, of the Mack Lumber Company, Hollywood, Fla., recommended a careful study of the 24-page illustrated booklet produced at a cost of less than \$200, after a two-year committee study.

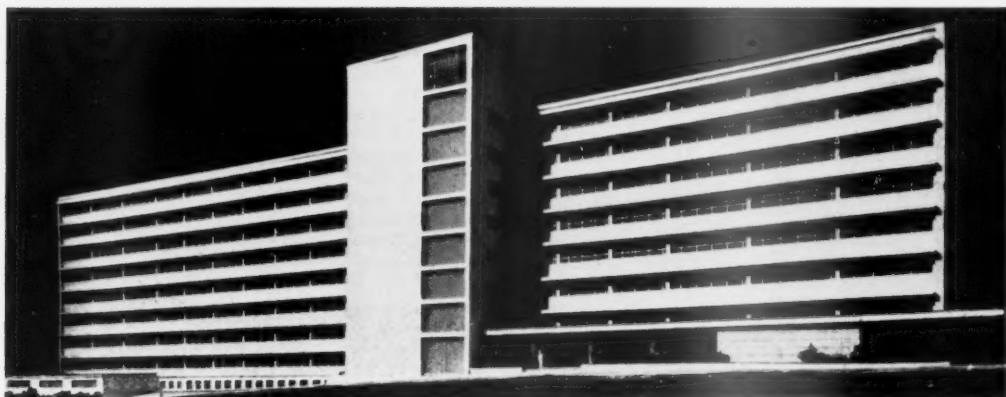
In gathering material for the booklet, the committee distributed 2,000 questionnaires. The replies represented the experience of 500 yards on fork-lift trucks, straddle trucks, flat-bed trucks, power and gravity conveyors, and unit packaging of lumber and building materials.

Mack cautioned delegates, in drawing conclusions after reading "Materials Handling Studies," to

consider not only investment in handling equipment, but return on that investment; and the fatigue factor, accident rate, and likelihood of losing manpower to the armed services in estimating the value of such equipment as against manual operation.

Russell Nowels, chairman of the product data sub-committee, improved on the Mack report in the matter of expense to NRLDA in that the data study involved no cost to the association. He displayed what he described as a "mock up" of a building products dealer data book which at the time of his appearance represented 46 manufacturers with 200 sheets of product information.

**This is sufficient.** Nowels said, to answer 95 per cent of the consumer questions asked of dealers. It will also serve as an instrument of training by familiarizing dealer personnel with products, because it even suggests related items to



Peachtree-Seventh Building, Atlanta. Alexander and Rothschild, Architects.  
Peachtree-Seventh, Inc., Builders. Atlanta Lumber Co., Suppliers.

### Office Building uses One-der Frames

Designers of a modern building seek efficiency and clean, simple beauty in all phases of construction. Naturally, they choose One-der Door Frames.

#### Complete one-piece metal frames for any type construction

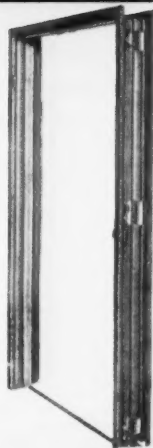
Whatever the type of building, One-der Window Frames and One-der Door Frames mean savings in cost and installation time, plus a handsome appearance that is permanent.

Available for  
Rapid Delivery

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*Corporation*

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Birmingham 3, Ala.

See your Dealer or write



*For  
Inexpensive Quality  
feature*

## ADAMS-RITE HARDWARE

Distinctive designs in solid brass, yet priced to sell—these are the reasons why Adams-Rite hardware can make an extra profit for you. Write for the complete story



FLUSH PULLS



JAMB BOLTS



BALL  
LATCHES



EDGE PULLS

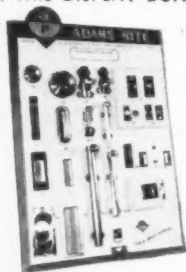


SURFACE & SLIDE  
BOLTS



CREMONE  
BOLTS

**INCREASE YOUR PROFITS  
WITH THIS DISPLAY BOARD**



50TH  
ANNIVERSARY  
1900-1950  
**ADAMS-RITE MANUFACTURING CO.**  
580 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

be sold with the major product.

This data book, with association secretaries pledged to take a minimum of 4,000 copies, should reach secretaries at a cost of about \$6 and dealers at no more than \$10, Nowels said.

For the Public Relations Committee, Chairman Phil Creden declared that the prime objective of the program was to protect the welfare and improve the standing of retail dealers. He added that the committee's Public Relations Guide will be as good 10 years from now as today. It is just a start, he said, and will be expanded.

Creden related that other objectives were encouragement of the public to accept industry viewpoints and protect the private enterprise system. "This is not and can not be a sales promotion program, industry-wide," he continued. "I am convinced that sales promotion on the national level just won't work, so if we turn down some of your sales promotion suggestions, that's the reason."

He was followed by Everett Wilson, NRLDA director of public relations. In tracing results of mechanics of the program, he cited a newspaper clipping count of 450 clippings from newspapers in 140 cities in 40 states during the first four months of association experience in the release of publicity to metropolitan newspapers. These newspapers represented circulation of 85 millions.

"To reach our rural audience," Wilson continued, "we needed a different technique because the small-town editor will print an opinion from a local dealer, but is not interested in news slants that catch on with big city editors."

"So we appointed, without giving them a chance to accept or decline, 900 members of the Minute Man Committee. These are dealers in rural territories to whom we send a release once a month. The dealers are requested to copy the release on their own stationery and pass it to editors."

On the first release thus circulated, Wilson said, 200 clippings were received and a number of dealers have reported they got good reception, but forgot to send in clippings. He said the Minute Man Committee will be expanded.

W. C. Bell, chairman of the Education Committee, reported on the progress of dealer education and expressed the belief that "what we

do in the way of training has much to do with the success of our other programs. And the lack of trained men in our own organizations can be extremely costly."

He reported that a total of 4,000 yard employees, sponsored by 500 lumber firms, had emerged from the training courses sponsored by the national and state associations. This training course is being constantly improved, he declared, and is needed in the immediate future so that more men may be prepared for production to replace those taken by military service.

After being introduced with preliminary remarks by John Alexander, Jr., chairman of the Labor Relations Committee, Boyd Mahin presented an analysis of wage-hour developments from the legal viewpoint. Mahin is a member of the Chicago law firm of MacLeish, Spray, Price and Underwood.

"Plans are being laid," said Mahin, "and by that I mean they are really being laid, for establishment of the minimum wage at \$1.00, \$1.25 and \$1.50—and this is coming if the people give this administration another mandate at the polls."

He added that the administrator's interpretation of the new amendment to the Wage-Hour Act had not been handed down, but that there may be three tests to qualify a retail dealer as such. These probable tests are:

1. More than 50 per cent of retail sales must be within the dealer's state.
2. 75 per cent must not be for resale.
3. At least 75 per cent must be recognized as retail within the industry.

Of 82 directors, 74 were present. Registration showed 300 men and 250 women in attendance.

## Waco Suppliers Join Construction Council

Seventy-five builders, material suppliers, and architects—representing 37 different classifications of the Waco, Tex., construction industry—have formed the Waco Construction Council.

The purpose of the council is "to educate the public and the industry itself on the scope and strength of Waco's construction industry, and to promote the growth and progress of Waco and central Texas."

## 42 YEARS' SERVICE

Zett Catt, assistant manager of the Lyons, Kan., yard of the J. B. Houston and Son Lumber Company, on September 24 was honored with a retirement dinner that marked the completion of 42 years of service with this line firm. Principals at the dinner, shown seated left to right in the adjoining photo, were Mrs. J. B. Houston, widow of the company founder; Miss Lida Moore, an honored guest with 51 years' service with the

Houston wife; Frank Laney, manager of the Lyons Houston yard in Lyons, and Guy A. Houston, president of the J. B. Houston and Son chain.



# MARVEL GLASS HOLDER

## AUTOMATICALLY MEASURES and SQUARES GLASS

YOU CAN INCREASE YOUR PROFIT and greatly decrease broken glass waste by installing your own MARVEL Glass Holder. Attaches easily to shelf, wall, post or cabinet. No special setup needed; no lost space.

NO METAL TOUCHES the glass surface. Cushion Grip straight-edge absorbs all shock and vibration. Result, no glass breakage. Salvage remover extends full length of glass being cut, leaving smooth edge. Removes salvage down to 1/16" single, or 1/8" double, straight glass.

NEW No. 36 SPECIAL made to fit Natl. Retail Hardware Assn. cabinet; takes 36"x36" glass. Other sizes:

No. 36 — 42" upright, 36" base; takes 42" glass.      No. 48 — 42" upright, 48" base; takes 42" glass.      No. 54 — 54" upright, 60" base; takes 54" glass.

PRICED WITHIN REACH OF EVEN THE SMALLEST DEALER

Weight, any size, approx. 30 lbs. Shipped promptly. F.O.B. Minneapolis.

**MARVEL RACK MFG. CO., Inc., 24 No. First Street, Minneapolis 1, Minn.**



## Only TRADE-WIND MAKES THE CLIPPER CEILING VENTILATOR



... better 5 ways because —

1. Mounts in ceiling directly above stove — instantly catches heat, grease and odors as they rise.
2. Only an inconspicuous "dimple" ceiling grille is visible, yet unit easily installed.
3. Powerful squirrel-cage blower (not a fan!) creates fast-moving stream of air to do job efficiently.
4. Because of patented construction which isolates motor from greasy air stream, unit guaranteed 5 years.
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Write for the Complete Trade-Wind Story  
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## MYER-LEE DISAPPEARING STAIRWAYS A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC  
FOR EXTRA ROOM



EASY HANDLING —  
FAST SELLING —

Myer-Lee folding stairway comes all-ready packaged easy for dealers to handle and easy for builders to install in 30 minutes after well made. Complete and simple installation instructions furnished for you — and your customers.

(Patented, U.S. Pat. 2,508,380)  
PATENT NO.  
2508380

## YOUR BUILDER-OWNER CUSTOMERS

are you looking for the fold-away disappearing stairway for economical installation in the big new home building and remodeling program? With "space" at a premium in all building and remodeling jobs today — this disappearing stairway holds many upward many ways for you. Transforms attic into extra bedroom, den, storage space and other uses. FOLD-AWAY stairway disappears completely into attic, leaving only fine finished panel lying horizontally in the ceiling.

WRITE FOR COMPLETE DEALER INFORMATION.

**FOLD-AWAY STAIRWAY COMPANY, INC.**  
813 SEABOARD STREET      PORTSMOUTH, VA.



# VENTO STEEL Casement WINDOWS



## They Give-

### Effortless Operation

Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

### Weathertight Seal

Double contact construction gives snug fit. Positive cam action locking handle insures weathertight seal around perimeter of the ventilator.

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Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

Write us for full information, also facts about Vento steel basement, utility and barn windows, Vento steel lintels for cost-saving block construction.

**VENTO Steel Products**  
CO., INC.

253. COLORADO AVE. • BUFFALO 15, N. Y.



### OWNERS OF NEW ALABAMA WHOLESALE FIRM

In a huddle, above, over a recent price change are Moody Redd, Uhland O. Redd, Sr., and Uhland Redd, Jr. They are vice-president, president, and secretary-treasurer respectively of one of Alabama's newest wholesale distributors of building materials, Redds, Incorporated.

From offices and a large warehouse in Florence, Ala., Father Redd and his two sons in March, 1949, began catering exclusively to retail building material dealers in 17 counties in northwestern Alabama, northeastern Mississippi, and south central Tennessee.

Among the lines for which they are wholesalers in this area are Johns-Manville building materials, ROW windows, Weslock hardware, Tension-tite screens, USG wallboards and Texolite, Chase and Cyclone screening, Reynolds Metals aluminum casements and roofing, Tensulate, Barrett roofing products, Dutch Boy lead, Reardon waterproofing compounds, and Behr-Manning sandpaper.

### New Hardwood Secretary

At a special meeting of the executive committee of the Southern Hardwood Producers, Inc., in Memphis, Tenn., on October 4, L. J. Heatherly was elected secretary-manager to fill the vacancy left by the death of Calvin E. Miller.

Heatherly joined the association in 1936 as a field representative and served in that capacity until his recent appointment.

### Largest Hardware Show

Over 30,000 buyers from throughout the nation and from several foreign countries attended the fifth National Hardware Show at the Grand Central Palace in New York City, October 2-6.

Said to be the largest display of hardware and allied products ever assembled in one place, and attended by the greatest number of people, this 1950 Show covered floor floors of the Grand Central.

Foreign buyers came from England, France, Switzerland, South Africa, India, Cuba, Mexico, Peru, Argentina, Chile, Colombia, Australia, the Philippines, and Canada.



**This EMBLEM ON  
YOUR DOOR MEANS...**

- A** More profits for you
- B** More service to your customers
- C** MORE SALES

Let Us tell you more about it and send you a copy of...

THE ABC'S OF MAKING MONEY

**ALLIED BUILDING  
CREDITS, INC.**

HEAD OFFICE: 2104 WILSHIRE BLVD. • LOS ANGELES

**NATIONWIDE SERVICE**



## Germans Flock to See U. S. Prefabricated Home

Nearly 50,000 Germans inspected an American-made prefabricated home displayed at the Berlin Industrial Exhibition which ended October 15. The model home was sponsored by the Department of State to show how an American wage-earner and his family live.

Shipped in sections from the United States, the home was manufactured by Page and Hill Homes, Inc., at Shakopee, Minn. The

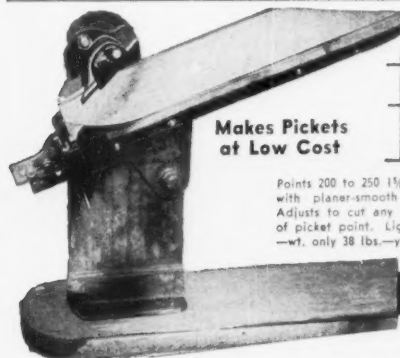
dwellings were manufactured, trucked to New York, loaded aboard ship and was bound for Germany within two weeks from the date the order for it was placed with the Minnesota firm. Upon arrival in Berlin, the home was assembled in 10 days to be ready for the opening of the exhibition.

The six-room, completely furnished home, including connecting breezeway and garage, was a hit attraction during the two-week exhibition. Visitors to the ranch-type home averaged 3,000 a day.

## Among The Wholesalers

BIRMINGHAM, ALA.: Headquarters for the Steel City Lumber Company have been moved from the American Life Building here to 1442-1449 Brown-Marx Building. The telephone numbers remain the same.

ATLANTA, GA.: Marion Harris is the new salesman in the metropolitan Atlanta area for the Zuber Lumber Company here. He was formerly an outside salesman for the Campbell Coal Company. He served in the U. S. Navy during World War II.



**Makes Pickets  
at Low Cost**

Points 200 to 250 1½" to 3½" width pickets per hour with planer-smooth finish. No sanding required. Adjusts to cut any degree of sharpness or bluntness of picket point. Light enough to carry to stock pile—wt. only 38 lbs.—yet strong and durable enough for

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year after year use. 24" high. Hand operated. 30" long handle provides easy leverage. Anyone can operate. Enables you to utilize odds and ends of lumber profitably. Seven day delivery. Send today for literature.

(Where state sales tax applies, add tax.)

**H. A. SCHUBERT CO. Machinists**

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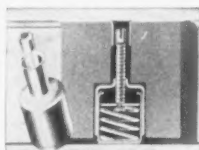
Wilmette, Illinois

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**SOUTHERN  
BUILDING SUPPLIES**



SASH HOLDER

FOR

**PLAIN RAIL SASH**

The new ¾" Vikre sash holder, Model VSH-20, developed especially for Plain Rail Sash gives you the same patented features of the standard (½") Vikre Model VSH-57. They are the only spring tension type holders to have all moving parts fully encased to eliminate sticking and binding. Vikre Holders require only one hole drilled in sash... have patented, adjustable steel spring tension. Sell genuine Vikre Sash Holders for better profits.

## NEW MERCHANDISING DEAL

Six dozen Vikre Sash Holders are packed with an attractively stained, eye catching window display with mounted sample of Holder. Window can be raised and lowered. Attractive folders. No additional charge for display and folders. Order from your jobber now J. N. Vikre Co., Inc., 3016-14th Avenue South, Minneapolis, Minn.



Give this "Shopper Stopper"  
TRAFFIC LANE POSITION



**R-V-LITE**  
All-Purpose WINDOW MATERIALS

**Floor Fixture**  
STOCKS, DISPLAYS, DISPENSES and  
**Sells All 6 Types**

Scores of year 'round uses make R-V-LITE your dependable profit line! Keep this attractive, inviting display unit filled with all 6 types plus reserve of your most popular numbers. No other item you stock can produce returns in proportion to this compact, complete R-V-LITE department. Requires less than a square yard of floor space.

Available at nominal cost with SPECIAL R-V-LITE ASSORTMENT R.V. 550-D.

**6-way profits**

**with these 6 fast-sellers:**

- 700-W 4 x 4 Aluminum Wire Reinforced.
- 800-CW 14 Mesh Galv. Steel Wire Reinforced.
- 100-C Cotton Reinforced.
- 200-P Plastic Reinforced.
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## Southern Woodwork Association Fosters AWWI Promotion

MEMBERS of the Southern Woodwork Association, organization of architectural millwork manufacturers, unanimously voted to foster the wood-window promotion program of the American Wood Window Institute at their annual meeting in Atlanta, Ga., on October 25.

This action followed the comprehensive report of the association's Woodwork Promotion Committee by Chairman J. J. O'Neill, of Rome, Ga. After having studied the various wood promotion programs of different branches of the wood industry, the SWA committee recommended the AWWI Quality Seal of Approval program as best for the ultimate objectives of the customer woodwork manufacturers.

The Southern Woodwork Association agreed that the same committee should serve for another year, and also re-elected its officers who had served for a year.

These officers include President W. L. Otis, Columbia, S. C.; Secretary-Treasurer Roy G. Jones, At-

lanta, Ga.; and state Vice-Presidents M. D. Ebert, Fort Lauderdale, Fla.; Herbert Bremerman, New Orleans, La.; C. L. Minter, Danville, Va.; D. M. Rose, Knoxville, Tenn.; W. T. Spencer, Gastonia, N. C.; and R. E. Taylor, Jackson, Miss.

The Woodwork Promotion Committee was asked to work out details of affiliation with the American Wood Window Institute program; to explore possible minimum standards for common types of architectural millwork that might be tied in with the AWWI promotion; and to develop architectural aids, such as printed details and specifications, that might be used by architects instead of stock millwork catalogs and designs.

Counselor Joseph G. Rowell was instructed to report the Southern Woodwork Association's action on fostering the AWWI program to other custom woodwork manufacturers who had previously endorsed the idea of a nationwide meeting for the discussion of ways and means of promoting architectural woodwork. Rowell was to poll

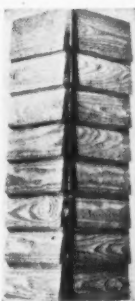
them again concerning their willingness to attend such a meeting if held in Chicago, Ill., at an early date.

Officials of four custom woodwork manufacturers in St. Louis, Mo., were guests of the Southern organization. Impressed by the AWWI wood-window promotion, they invited Erle Racey, promotion counsellor for AWWI, to present the AWWI quality-control local-market advertising plan to a group of window manufacturers in St. Louis.

### Best Mail Advertising

Direct-mail advertising during 1949 by the Celotex Corporation was judged best in the building materials industry in an international competition sponsored by the Direct Mail Advertising Association.

Award winners were announced during the association's annual conference at the Roosevelt Hotel in New York City recently.



### ELIMINATE SPLIT SIDING

#### By Using Kokomo Korners

Corners for bevel wood siding made of aluminum—can't rust, rot, or deteriorate. So constructed as to eliminate splitting of siding. Two small nails are furnished with each corner and holes provided to fasten bottom by nailing through base of corner into lower edge of siding board. Top nails are concealed by next course of siding. Available for 6", 8", and 10" siding.

#### BUGHER MANUFACTURING CO.

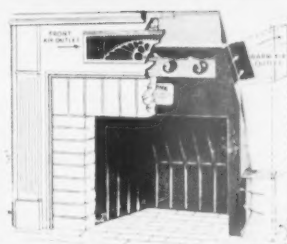
211 So. Main Street Kokomo, Ind.

### PRECISION folding stairway

- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

**PRECISION PARTS CORP.**  
Nashville 7, Tennessee



Front Cutaway View

NEW Book of Prize Winning HEATFORM Fireplace Designs now ready. Building Material Dealers, Architects, Builders, Brick and Stone Masons, write for free copy.

Two Factories to Serve You

### SUPERIOR FIREPLACE CO.

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Los Angeles 21, Calif.

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Baltimore 6, Md.

### 4 REASONS why you should recommend HEATFORM\*

- 1—  
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HEAT DELIVERY
- 2—  
MORE  
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- 4—

Stocked by distributors in all trade areas in the U. S. A. to serve Building Material Dealers quickly.

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# Mr. Dealer

## WHY DON'T YOU SELL GLASS



No longer do you have to depend on one or two individuals in your organization to handle glass sales.

Now any of your employees either man or woman can sell a customer a piece of glass cut to his exact requirement. All you need is a FLETCHER Automatic Glass Cutting Machine.

### THE FLETCHER GLASS CUTTING MACHINE

• SAVES SPACE •

• SAVES BREAKAGE •

• SAVES TEMPER •

The machine which uses standard FLETCHER Glass Cutters as pictured above will save valuable space in your glass department. It mounts vertically instead of being horizontal like the conventional glass cutting board. It can be mounted on your glass rack or wall.

The glass rests on a metal straight edge and has a vernier adjustment to insure perfectly square cuts. Full length metal measuring scales are also adjustable. Pressure on the cutting wheel is easily controlled. All major moving parts are equipped with ball bearings for long trouble-free service. The machine has been approved by the City of New York Bureau of Weights and Measure for accuracy.

Ask your jobber salesman about this machine . . . the machine that actually cuts the glass under controlled even pressure. If your jobber does not handle the FLETCHER, write us direct for complete information.

### THE FLETCHER-TERRY COMPANY

481 SOUTH STREET

FORESTVILLE, CONN.

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One-der Frame Corp.	89

### P

Paine Lumber Co., Ltd.	87
Peerless Mfg. Corp., Inc.	*
Pioneer Co., The	*
Plastergon Wallboard Co.	22
Plytex Corp. of Ill.	22
Precision Parts Corp.	95
Price Fireplace Heater & Tank Corp.	*
Protective Papers, Inc.	*

### Q

Quietaire Corp.	*
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### R

R. C. S. Tool Sales Corp.	85
Red Cedar Shingle Bureau	*
Reed Unit Fans, Inc.	75
Reynolds Metals Co. (Bldg. Prod. Div.)	*
Roach & Musser Co.	57
Ross Carrier Co., The	13
Roxdale Bldg. Prod. Corp.	3
Ruberoid Company	63
Rutzka Weatherstrip Mfg. Co.	*

### S

Schubert Co., H. A.	93
Screens & Fabricated Metals Corp.	*
Sisalcraft Co.	*
Southern G. F. Co., Inc.	*
Southern Metal Prod. Corp.	*
Southern Pine Association, Inc.	*
Southern States Iron Roofing Co.	4 and 5
Southport Paint Co.	2
Stanley Works, The	81
Stewart (Electric) S. J.	75
Stewart Iron Works	75
Superior Fireplace Co.	95

### T

Tennessee Prod. & Chemical Corp.	24
Trade Wind Mortarfans, Inc.	91
Texas Co., The	*
Tri-State Bldg. Materials Co.	*
Trimedge, Inc.	70
Trinity Div., General Portland Cement Co.	*
Tylac Co.	49

### U

U. S. Gypsum Co.	18
U. S. Plywood Corp. (Industrial Adhesives Div.)	69
U. S. Plywood Corp.	*
Union Aluminum Co., Inc.	15
Upton Co.	45

### V

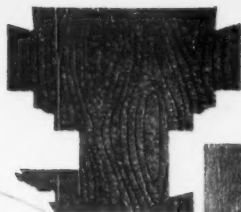
Vento Steel Prod. Corp.	92
Vikon Tile Corp.	*
Vikre Co., Inc., J. N.	93

### W

Wallace Mfg. Co.	6 and 88
Wayne, Inc. Prod. W.	*
Wel-Bilt Prod. Co.	78
Werner Co., Inc. R. D.	*
Westinghouse Elec. Co. Appliance Div. (Fans)	*
(Full Line Building)	20
Wickwire Bros., Inc.	*
Wynco Prod. Corp.	*

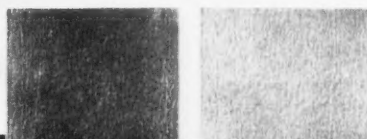
### Z

Zenolite Co.	21
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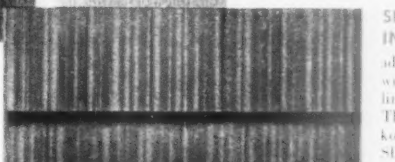
#### SHURLOK SHINGLES

... self-locking at 4 points, nailed at 2 points... give homes snug security in any weather. Produced in a wide variety of colorful blends, with distinctive CedarTex graining... Shurloks add beauty to any home. Available in Standard (as illustrated) or Double Coverage.



#### INTERIOR INSULATION BOARD

... in Gray-tex and Green-tex... gives you exciting new style, color and Textured Design for wall treatment. Flame resistant surface finish in Textured Design conforms to U. S. Dept. of Commerce Commercial Standard CS42-49 Class F.



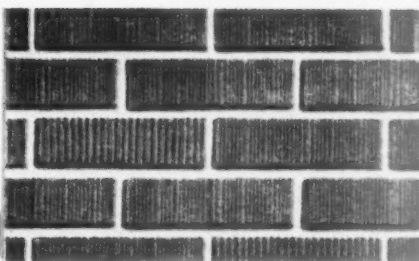
#### SHADO-TEX INSULATED SIDINGS

add even more style and color, with a deep, attractive shadow line built right into every panel. This new addition to the Flintkote line is available in both Shingle and Shake Design.



#### STRI-TEX ASBESTOS- CEMENT SIDINGS

give homes the permanent beauty and much-sought fire safety every home owner wants. And the colorful, textured beauty gives a world of style and charm to any building, new or old.



#### NATURAL COLOR MORTAR JOINT

makes this insulated brick building so genuine-looking that no think even you, a trained observer, will be fooled from even a short distance. Wire-scored brick pattern adds even more authenticity.

*Take a look  
Backward...*

**you'll see a**

**BRIGHT FUTURE**

**for you**

**in Flintkote's**

**1950 Products**



Yes, you can look forward to plenty of business in the new products Flintkote has introduced this year.

More and more, home owners are becoming style- and color-conscious... in remodeling materials, as well as those used for new construction. More and more, home buyers are looking for something that lifts houses out of the "ordinary" class. Style and color in materials does just that.

And, in the new Flintkote line, you've got plenty of style... a rainbow of color. Cash in on it. Make sure customers and prospects learn that you can give them what they want, with Flintkote Building Materials.

**THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.**



**FLINTKOTE**

*...the extra years of service cost no more!*



# "LONG WEAR is my big story about LUMITE"



says **Mr. B. C. O'CONNOR**

*owner of North Falmouth Hardware,  
North Falmouth, Mass.*

"TOUGH—that's what screen cloth has to be to survive Cape Cod weather. And *tough* is the word for Lumite. That's why I always suggest Lumite.

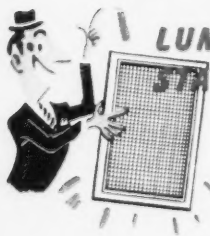
"Even in our moist, salt-laden climate Lumite won't rust, rot, mildew or corrode . . . won't stain sills or sidewalls . . . never needs protective painting. And those are persuasive sales points to Cape Cod residents.

"But long-wear sells the most Lumite for me. When customers find that I've had Lumite on my own home *winter and summer* for two years without the slightest sign of wear, they're convinced that there's nothing like it. And they buy!

"Yes, the big story in screening on 'The Cape' is long-wear—that's why the big seller is Lumite."

## Biggest Story in Screening!

Most convincing . . .  
sales-making . . . profit-making  
story ever told—and these are  
the facts that sell!



**LUMITE IS  
STAINPROOF!**

It's the ideal screen cloth for every exterior use! Never needs protective painting . . . won't stain sills or sidewalls . . . is longer lasting . . . BECAUSE IT'S RUSTPROOF!

Stock up now for big sales to come in '51. Lumite is distributed by lumber, hardware and building supply wholesalers. Write for free sample and information:

**Tell the story and watch it sell!**

**LUMITE**

**SARAN SCREEN CLOTH**



\*Registered Trade-mark

LUMITE DIVISION, Chicopee Mfg. Corp. of Georgia, 40 Worth Street, New York 13, N. Y.